

CASE STUDY > WEBJET



Webjet Brings Kount On Board and Sales Take Off While Fraud Costs Get Grounded

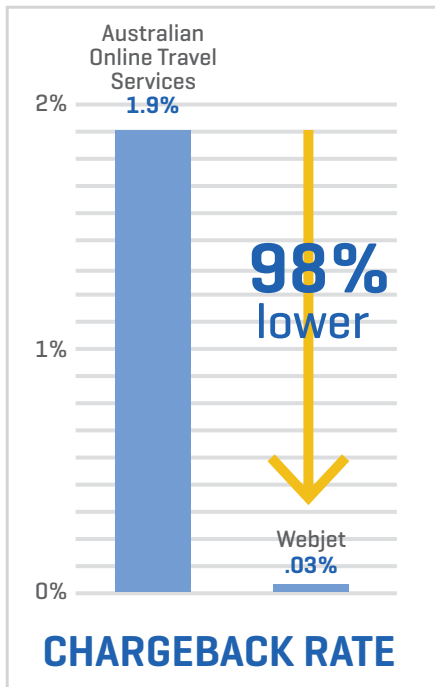
SITUATION

Webjet is Australia and New Zealand’s leading online travel agency. Customers can compare, combine and book the best domestic and international travel flight deals, hotel accommodation, holiday package deals, travel insurance and car hire worldwide. Webjet takes great pride in their leading online travel tools and technology. As such, they became interested in evaluating Kount to help enhance their fraud prevention capabilities. Tim Wagg, General Manager Customer Operations explains: “We wanted a fraud prevention partner who got out of bed thinking about fraud

prevention and went to bed thinking about fraud prevention.” There were other considerations, too. Tim continues: “We wanted a partner with a clear and transparent development roadmap that accounted for the rapid shift from desktop bookings to mobile and app bookings. We also wanted a partner with great performance reporting and data analytics that would enable us to more quickly spot fraud trends so we could respond right away with rules changes. And finally, we wanted a partner with a dedicated person providing immediate, responsive support.”



SOLUTION



Kount met or exceeded Webjet’s expectations, resulting in dramatic reductions in both chargebacks and manual reviews. In fact, Webjet’s chargeback percentage is now 98.4% lower than the industry average. Tim explains: “Our chargeback percentage of Total Transaction Volume is 0.03% compared to an Australian Online Travel Services benchmark of 1.9%.”

What’s more, Webjet was able to achieve their low chargeback rate while decreasing manual reviews. That’s because Kount makes it possible for them to safely auto-accept a much higher number of orders. “We’ve achieved a 83% reduction in the number of bookings flagged for review with Kount,” notes Tim.

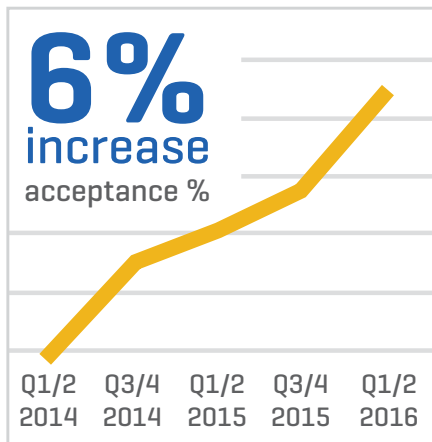
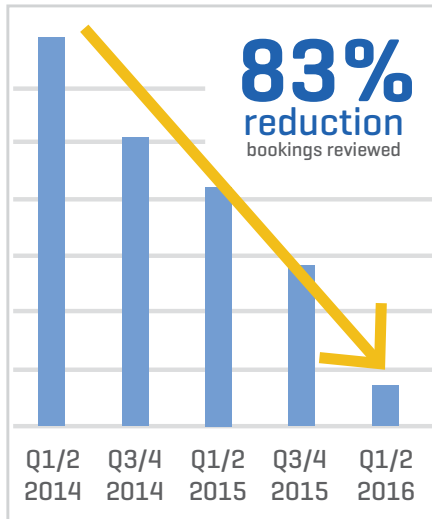
“Our chargeback percentage of Total Transaction Volume is 0.03% compared to an Australian Online Travel Services benchmark of 1.9%. We’ve achieved a 83% reduction in the number of bookings flagged for review [and] a 50% reduction in bookings declined for fraud validation.”

Tim Wagg,
General Manager
Customer Operations,
Webjet

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CASE STUDY > WEBJET



At the same time Kount has greatly minimized chargebacks and significantly reduced the number of manual reviews, it has also helped Webjet increase sales by driving down the number of false positives – legitimate orders wrongly turned down due to suspicion of fraud. “We’re achieving a 50% reduction in bookings declined for fraud validation,” Tim explains. The result has been a 6% increase in the percentage of bookings accepted.

Yet another way that Kount has helped Webjet boost sales is by making it possible for them to enter markets that they had avoided previously due to concerns about fraud. “Kount provides more precise rules, which has allowed us to broaden our geographic reach by unblocking negative-listed countries,” says Tim. That has helped spur a striking 116% increase in Total Transaction Volume.

And Kount’s impact extends beyond the financial realm. “Kount is also supporting the increase in our Net Promoter Score,” notes Tim.

Kount’s mobile capabilities and road map have also met Tim’s expectations: “With Kount, we know the mobile device, if it’s an affiliate, and what threads are common within the booking to other bookings. If we need to write a new rule to address a mobile fraud event, we’re not writing to address just one booking but an entire class of bookings.”

“The Kount interface is very user-friendly,” reports Tim, “so we can easily sift through data and quickly implement rules to act on the insights we get.” The Kount support team plays a key role. “Kount’s support is fabulous,” Tim confirms. “If we don’t understand something or we see something questionable, we get immediate, responsive support from our front-line support person. And if he needs to bring in additional expertise, we get connected right away with someone who has the knowledge to resolve our issue.”

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CASE STUDY > WEBJET

OUTCOME

- Achieve a chargeback percentage of Total Transaction Volume of 0.03% – 60X lower than the Australian Online Travel Services benchmark of 1.9%.
- Reduce by 50% the number of bookings declined for fraud validation.
- Reduce by 83% the number of bookings flagged for review – significantly reducing the time and cost of manual reviews.
- Enter new geographies due to precise rules that enable Webjet to unblock countries that were previously negative-listed.

Tim summarizes his views about Kount: “Does Kount gives us a competitive advantage? Absolutely. It starts with Kount’s reduction of false positives. Fewer sales insults improves customer satisfaction and results in a higher Net Promoter Score. In addition, the increase in efficiency and decrease in manual reviews means we can deliver better service to our customers at lower cost. Finally, Kount’s best practices deliver chargeback rates that dramatically reduce our cost of fraud.”



Boost Sales, Beat Fraud with Kount.

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Kount’s all-in-one, SaaS platform is designed for merchants operating in card-not-present environments and the payment service providers that support them, simplifying fraud detection and dramatically improving bottom line profitability. Companies using Kount can

accept more orders from more people in more places than ever before. Kount is a turnkey fraud solution that is easy-to-implement and easy-to-use. Kount’s proprietary technology has reviewed billions of transactions and provides maximum protection for some of the world’s best-known brands. For more information about Kount, please visit www.kount.com