



Kount helped one of the largest providers of pre-paid mobile phones and wireless service (who wishes to remain anonymous for competitive reasons) slash chargeback rates by 95% while maintaining revenue rates. Manual reviews were reduced to just 1.2% of transactions (compared to industry norm of about 5%).

Pre-Paid Mobile Phone Provider Disconnects Fraud

SITUATION

One of the largest providers of pre-paid mobile phones and wireless services was being targeted by fraud rings. Due to the high number of fraudulent transactions for phones, pre-paid minutes, service contracts, etc., the company landed on the Visa Excessive Chargeback Program. As the company began searching for an online fraud prevention solution, the fraud attacks suddenly surged, reaching over \$1 million in a single month. This created even greater urgency, as Visa began adding fines on top of their chargeback fees. The company contacted Kount—as well as a number of our competitors— seeking not just an ad hoc technology/tool, but a complete, end-to-end solution that could streamline automated and manual fraud prevention processes for both their online business and physical store locations.

SOLUTION

After reviewing a number of offerings, the mobile phone service provider chose the Kount Complete™ solution. Due the urgency of the situation, roll out was done as rapidly as possible. Kount worked with the company's outsourced IT supplier to integrate, test and deploy the Kount Complete™ solution in just 6 weeks. Within 30 days of roll out, the company was off both the Visa fine program and chargeback program.

Today, all POS and online credit card transactions run through the Kount

Complete™ solution. In just 250 to 350 milliseconds, a Kount Score is generated, quantifying the level of fraud risk from 1-99. Automated custom rules are then applied, enabling 98.2% of all orders to be handled automatically, with only 1.2% requiring manual review.

OUTCOME

With the company relying on Kount Complete as their first line of defense against fraud, they have realized critical business benefits that have directly improved their bottom line:

- Chargeback rates were reduced by 95%
- Fraudulent transaction rate was slashed from 1.2% of transactions to .2%
- Transactions requiring manual review were reduced to 1.2% (compared to industry norm of about 5%), with just 4 individuals needed to handle all manual reviews
- Revenue rate was maintained (i.e., legitimate transactions did not experience higher decline rates)

After a lull in activity by the fraud rings (due to the failures they were encountering because of the Kount solution), they returned for one last attack, attempting hundreds of fraudulent transactions for high-value Smart Phones in a single weekend. The Kount Complete™ solution stopped them cold...With no negative impact on normal business.

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**BOOST SALES, BEAT FRAUD**

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