Kount Delivers and the BOSS CRM Provides the Tools for Optimal ROI

SITUATION

Media Communications Corporation custom designed their BOSS - Back Office Support Solutions (www.backoffc.com) as a plug-and-play Customer Relationship Management (CRM) system for continuity purchases. They chose to integrate Kount as the fraud management portion of BOSS to provide advertisers and fulfillment companies with secure merchant processing, chargeback management, and optimized representments. "The greater your online presence", notes the management team at Media Communications, "the more that fraudsters look to exploit and attack any weaknesses. We knew that with knowledge, time, and energy, it would be possible to build a 'do-it-yourself' fraud prevention system, but we look for partners that deliver expertise we don't necessarily have. That allows us to focus on our core business. We saw that Kount would allow us to make our BOSS offering stronger, making things simpler for ourselves, our customers, and our partners."

Once the decision was made to integrate Kount into BOSS, the process was straightforward and non-disruptive: "There was minimal time invested in implementation," recalls one project manager. "There was no interruption in our business flow or processes. Our IT team worked with Kount and once everything was ready to integrate, we very quickly implemented Kount. Basically we just plugged it into our BOSS CRM, did some review, and we were up and running."

SOLUTION

Kount made an impact very quickly. "One of the big issues we were dealing with was friendly fraud," the Media Communications team states. "We were literally getting dozens of fraudulent orders a day. Those fraudulent orders were slowly identified, but that process was a huge waste of time and money. Kount is saving us thousands of dollars. Kount not only helps us identify fraud and friendly fraud, but more importantly, helps us avoid it by preventing fraudulent orders from getting into our system in the first place. That saves us time, energy, and money."

The Media Communications management team adds: "Our order counts have increased partially because of the decrease in fraud. Every penny we spend on Kount we receive back as savings, and additional profit. In fact, one of the things we like most about Kount is the ROI. Looking at the services that Kount provides in comparison to others, Kount is not only competitively priced, but delivers a much greater value.

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Media Communications

BOSS
Back Office Support Solutions

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Kount clearly lays out what they're giving you for what you're paying. We can easily see both the cost and the savings being delivered. Preventing fraud is making us money."

Media Communications also finds Kount to be a good fit with the BOSS philosophy: "We're proud that our BOSS CRM is simple and intuitive. Kount has the same approach. It is extremely easy to use and makes it easy to identify the variables we want to modify. Unlike other solutions that advertise that their services can identify and prevent fraud, Kount is one of the very few that actually shows you exactly how they do it. They provide dozens of data points that enable you to make the decisions about what you should or should not consider fraudulent. Other systems don't show what they are doing and why. Other companies promise lofty results on faith with no logical explanation

of their 'proprietary' processes. How and if those other services will benefit you is complete guess work. With Kount, we can clearly see how and why we get the results we want."

OUTCOME

- Reduce fraudulent orders entering their system from dozens a day to near zero.
- Save thousands a month and even thousands a day during high-volume days.

The Media Communications team concludes with these thoughts: "At the end of the day, we rely on specialized partners like Kount to enhance our offering. Kount allows us to focus on our core expertise, and provides capabilities and expertise in the areas where we need additional support. Kount is a company we can grow with, as they continually impact our business in a positive way."

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