CyberSource®

MAKE MANUAL REVIEW
MORE EFFICIENT AND EFFECTIVE

We've created a three part Insights Series to help you achieve a more balanced approach to fraud management, and better distinguish between fraudsters and genuine customers. Each part looks at a specific step you can take, providing ideas on how to accept more orders, with less fraud:

STEP 1 OF 3

Improve your automated screening: Use the right tools

STEP 2 OF 3

Improve your automated screening: Create smarter rules

STEP 3 OF 3

Make manual review more efficient and effective

Manual review is one of the most costly elements of fraud management, and can hamper the customer experience. Used well, it can provide a valuable source of information to help you distinguish between customers and fraudsters. And by keeping the feedback loop going you can obtain even more insight to help build better rules for automated decision-making.

1. MAKE THE REVIEW PROCESS AS EFFICIENT AS POSSIBLE

HOW TO IMPROVE MANUAL REVIEW

Keep everything in one place
Use a case management or review workflow tool that brings together all the information needed to review an order on a single screen, in an easy to understand format. This should include links to the important third-party tools that your reviewers use to verify identity and address information, such as:

- **Address location services such as Google Maps:** used for assessing billing and delivery addresses (and the relationship between them), especially if a reviewer is dealing with a country or city they aren't familiar with.*
- **Social media platforms such as Facebook:** increasingly valuable in verifying whether identities are real, or where customers were when an order was placed.
- **Electoral registers:** useful for identifying potential identity theft if, for example, it has been some time since the customer has been registered at the address they've provided.
- **Telephone directories:** to verify a provided phone number; or at least that the phone number is in the same country as the billing address.
- **Email domain registers:** because if an email is only a couple of days old it is more likely to be a sign of fraud.

*All brand names are the property of their respective owners and the above-mentioned reference does not imply product endorsement or affiliation with Visa

STEP 3: MAKE MANUAL REVIEW MORE EFFICIENT AND EFFECTIVE

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1. MAKE THE REVIEW PROCESS AS EFFICIENT AS POSSIBLE (CONTINUED)

Ensure constant knowledge transfer

Ensure that your fraud and review teams share knowledge about developing fraud trends, and that they understand which information and validation sources work best in different markets.

Run regular reviewer training sessions

Ensure that reviewers appreciate how important they are in minimizing any negative effect of the review process on genuine customers. They should always endeavor to make prompt and accurate decisions, and take ownership of the customer relationship for as long as an order is in review (especially if they have direct contact with customers). It's also worth having an appropriate escalation policy in place, and ensuring that both reviewers and customers are aware of it.

Build prioritization rules

Use a case management tool that helps to prioritize orders for review when they meet certain criteria. Examples include:

- **A level of time-sensitivity:** such as when someone has paid for same-day delivery, or bought a ticket for travel the next day.
- **A certain customer profile:** prioritizing longstanding customers, for example, or perhaps new customers if the priority is to make a good first impression.
- **Review triggered by specific rules:** if it's clear that some rules are stronger indicators of potential fraud than others. Think about whether to prioritize such triggers (to catch likely fraud as quickly as possible), or to deprioritize them because they are less likely to be genuine customers.

Use queue management

In conjunction with prioritization rules, consider a queue management rule such as: 'if an order has been in the review queue for X hours, it goes to the top of the queue [or: is automatically accepted]'. Again, your case management tool will need to support this functionality.

Provide regular feedback

Elicit feedback from reviewers about the trends and patterns they're encountering. Use this feedback, together with analytics to fine-tune your rules to be more discriminating.

Use real-time disposition

Choose tools that support real-time implementation of decisions following review, rather than relying on a batch order dispositioning process.

STEP 3: MAKE MANUAL REVIEW MORE EFFICIENT AND EFFECTIVE

2. TURN REVIEW INTO RULES

Consider all data and key performance indicators not just in terms of how much fraud is being experienced or prevented, but in terms of what it means for genuine customers.

When the goal is to reduce manual review in favor of more automated screening, the key is to analyze the orders that your review team correctly accepts and rejects, looking for patterns that can be turned into rules. What combinations of factors are being used to make decisions that reviewed orders are genuine or fraudulent? Can these factors be automatically captured and screened for? If they can, they can be turned into a rule that will accept more genuine orders without the delay and expense of review.
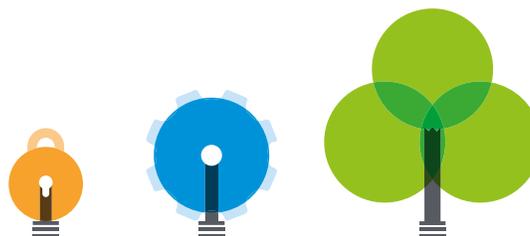
FINE-TUNE RULES IN MINUTES

When fine-tuning rules to improve the efficiency and effectiveness of fraud management, one of the major challenges is that it takes months to fully assess the impact of new rules. Traditionally a new rule (or set of rules) must be in production for at least two-to-three months before you can properly evaluate it – that's how long it takes to gather enough cumulative chargeback information. To test further iterations or a different strategy takes months more.

Fraud analysts benefit if they have the ability to run 'what if' scenarios that deliver instant, accurate results for new rules.

With Decision Manager Replay you can confidently quantify your rule changes before activating them in your live production environment. An industry first, Decision Manager Replay enables you to compare various 'what-if' fraud strategies against your historical data, producing a real-time report of likely changes to the transaction disposition and fraud rates.

For more information on Decision Manager Replay, visit: www.cybersource.com/decisionmanager

PROTECT
OPTIMIZE
GROW

To find out more about how we can help you address clean fraud, call us directly or visit
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