

Case Study

How a Confidential Client Uses Auryc to Fight Fraudulent Chargebacks

Chargeback Fraud in the Travel Industry:

The volume of chargebacks in the travel industry has skyrocketed in recent years.

60% - 80%

of all chargebacks are “friendly fraud”.

Friendly fraudsters make genuine transactions, but report false claims or escalate issues to get around things like non-refundable bookings and cancellation fees.

About Auryc:

Our mission at Auryc is to become the system of record for every digital customer interaction.

Why a system of record?

Because with a single piece of JavaScript code (or an SDK for apps) we are able to capture and automatically index every single customer interaction.

Auryc created three technologies to help its clients harness **all that data**.



A powerful and intuitive **analytics engine** for sophisticated site analysis.



Session replay, so clients can see how customers are interacting with the site.



Surveys – Fully customizable, brandable, and can be updated in real time.

Exposing proprietary techniques being used to fight fraud can introduce unnecessary challenges for our clients, so we are presenting this case study anonymously.

The Challenge

Auryc's client was experiencing millions of dollars' worth of chargeback fraud each year. Using existing tools, they were able to recapture 50% of their fraudulent chargeback dollars. This still resulted in a seven figure loss that could not be recovered. They were looking for a way to improve their win rate against chargeback losses.

The Solution

In order to improve chargeback win rates, banks need several pieces of information in order to validate the fraudulent activity.

That information includes, but is not limited to:

- Screenshots providing payment authorization from the customer
- Email correspondence between merchant and customer
- Proof of purchase screenshots
- The site's terms of service
- The user's IP address, ISP
- The customer's username (if applicable)
- Service usage times, dates, Etc.

The Supervisor of Fraud and Chargebacks approached Auryc about ways that Auryc could help them recover more revenue.

The Auryc team worked to make it easy to pull up any customer session based on anything from the order confirmation number, email address, or customer number. Auryc clients also have the ability to analyze other sessions from the same user across multiple visits and devices, which sometimes provided valuable additional context. Most importantly, Auryc provides visual documentation of every step of the purchase.

"Once we identified the sessions with purchases that were in dispute, Auryc gave us everything we needed to improve our chargeback win rate from under 50%, to over 80%!"

Results

As a result of working with Auryc, Auryc's client was able to improve their chargeback win rate from under 50%, to over 80%, recovering an additional \$1.5M of lost revenue in just 10 months.

"Auryc is a great fraud and chargeback tool! I know other sides of our business use it for other analytic purposes, but for me it's had a significant positive impact on my ability to recover funds for our business that otherwise would have been lost forever."



Seeing is believing.

Want to see Auryc for yourself? Provide us with your contact information and we'll be in touch!

