



# ETHOCA ELIMINATOR FOR MERCHANTS

Eliminate chargebacks and recover revenue lost to  
'friendly fraud' and customer disputes

# ELIMINATE FRIENDLY FRAUD THROUGH COLLABORATION



Customer disputes from friendly fraud are a significant, and growing, problem for merchants. Whether it's a case of cardholder confusion caused by a charge they don't recognize, or an attempt to abuse the system for personal gain, they typically contact the card issuer first instead of coming directly to you. The result? Unnecessary chargeback costs, lost revenue and a poor customer experience. And perhaps the biggest problem: no consequence for abusive cardholder behaviour. This encourages them to continue to 'game' the system for future gain.

But, what if you could transform this costly process and not only eradicate chargeback costs caused by disputes and friendly fraud, but also recover the lost revenue?

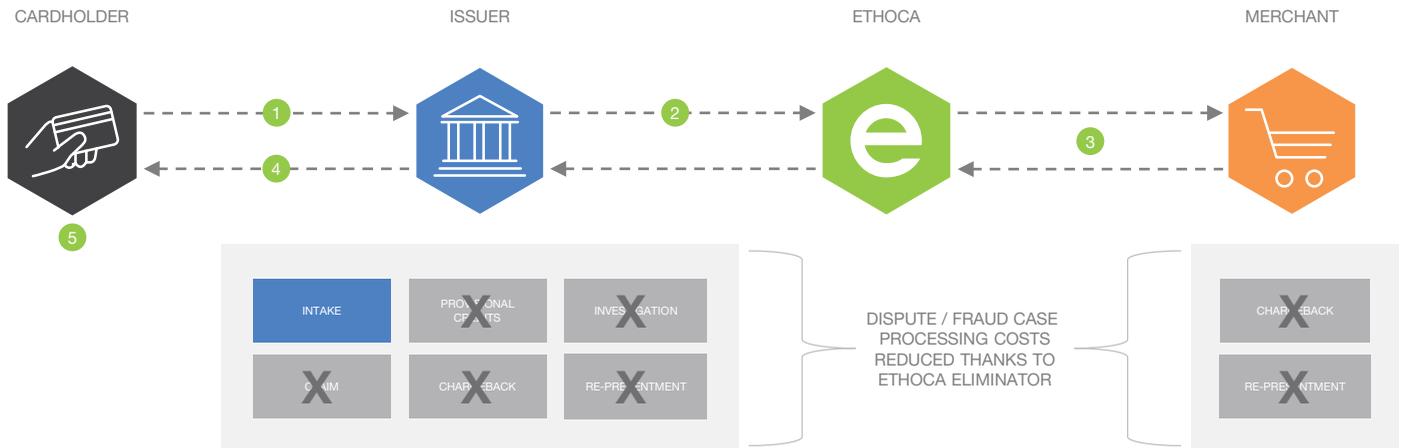
## ENTER ETHOCA ELIMINATOR

Ethoca Eliminator digitally transforms the customer experience by connecting issuers to merchant order and account history details in real time.

Now issuer call center agents have the information they need to effectively engage in a real-time 'talk-off' with cardholders whenever a dispute comes in. This includes itemized receipts, detailed account history, summary of merchant consequence and refund status. Cardholders now have the details they need to instantly confirm whether they performed the transaction in question. The result? The right party now assumes responsibility for the disputed transaction, and merchants benefit by recovering the sale and avoiding the chargeback and representment process altogether.

In cases of benign friendly fraud, Eliminator ensures that cardholders don't have to go through an unnecessary and inconvenient card reissue process. In the long term, Eliminator also helps to retrain the cardholder – especially those who were hoping to commit hostile friendly fraud. And because these legitimate cardholder transactions are no longer incorrectly coded as fraudulent, card issuer fraud models improve over time, resulting in fewer false declines. This is a significant win across the entire payment value chain that drives up acceptance across the board.

# HOW ETHOCA ELIMINATOR HELPS WITH A TYPICAL DISPUTE



- 1 A cardholder contacts their issuer to dispute a charge on their statement they don't recognize or is willfully attempting to commit friendly fraud.
- 2 The issuer agent logs in to the Ethoca Eliminator portal and requests the necessary merchant information, such as detailed digital receipt, purchase history and account history.
- 3 Ethoca queries the merchant in real-time, pulls the information and delivers it to the agent while they are having their first dispute intake call with the cardholder.
- 4 The agent walks through the receipt, purchase history and refund status (as required) with the cardholder.
- 5 The cardholder now recognizes the purchase and takes responsibility for the transaction – eliminating the need for a chargeback to be raised.

## BENEFITS

- ✓ **Chargeback and representment costs eliminated.**
- ✓ **Lost revenue eliminated – Revenue is recovered when cardholder assumes rightful liability.**
- ✓ **Unnecessary declines eliminated – Acceptance is increased since issuer fraud models avoid being skewed by miscoded fraudulent transactions.**
- ✓ **Poor customer experience eliminated – Customers have a better experience since the card no longer needs to be cancelled and recurring 'account on file' relationships stay intact.**

