ethoca™

ETHOCA ELIMINATOR FOR ISSUERS

Fight the rising costs of cardholder disputes & false claims

REDUCE THE LENGTHY CLAIM PROCESS FROM 4-6 'TOUCHES' TO A SINGLE CONTACT

Customer disputes and false claims ('friendly fraud') are a significant, and growing, problem for card issuers. 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, you are typically the first point of contact and it can take upwards of six interactions to resolve a claim. The result? Considerable operating expenses, reduced transaction income and poor customer experience. And perhaps the biggest threat: legitimate transactions miscoded as fraud – an outcome that drives higher false declines for cardholders who then opt to use a different payment card ('back of wallet' syndrome).

But, what if you could streamline this inefficient process and eradicate the downstream chargeback and representment costs by having access to order and account information at the instant you need it? In fact, what if you could avoid the claims process altogether?
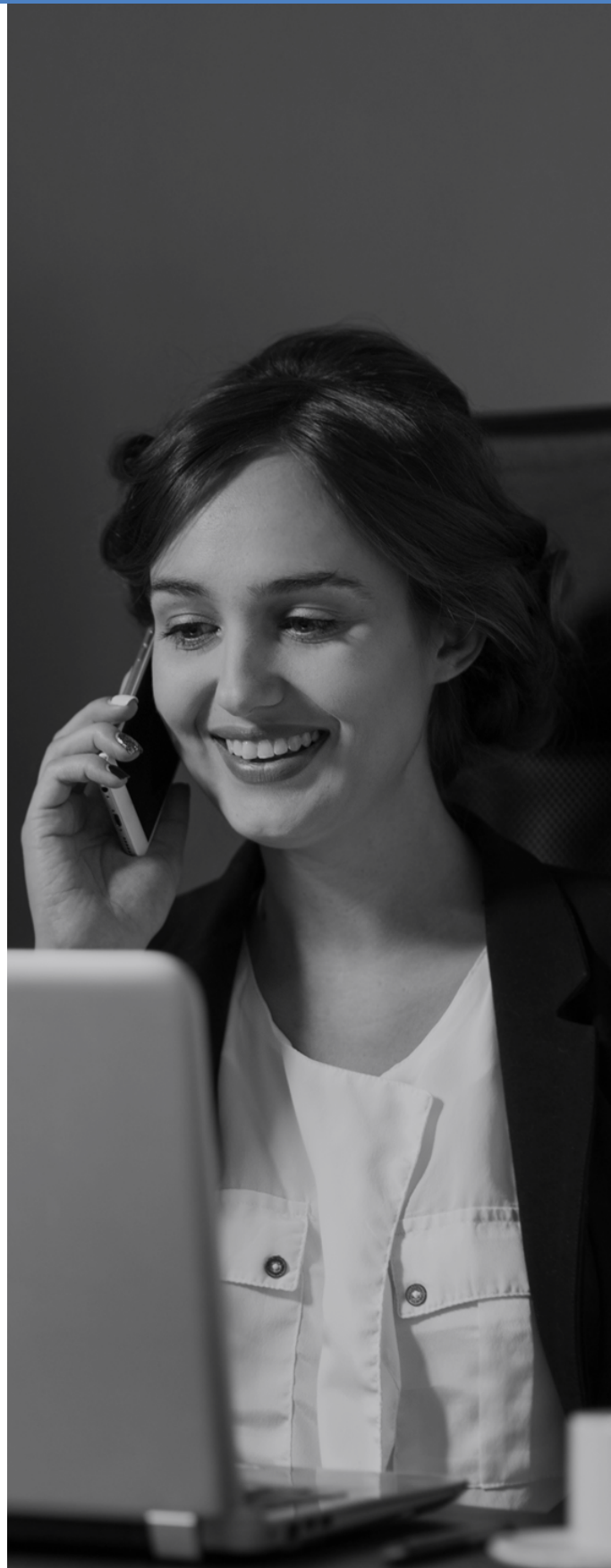
ENTER ETHOCA ELIMINATOR

Ethoca Eliminator digitally transforms the cardholder experience by connecting issuers to merchant order and account history details in real-time through an intuitive and easy-to-use web-portal.
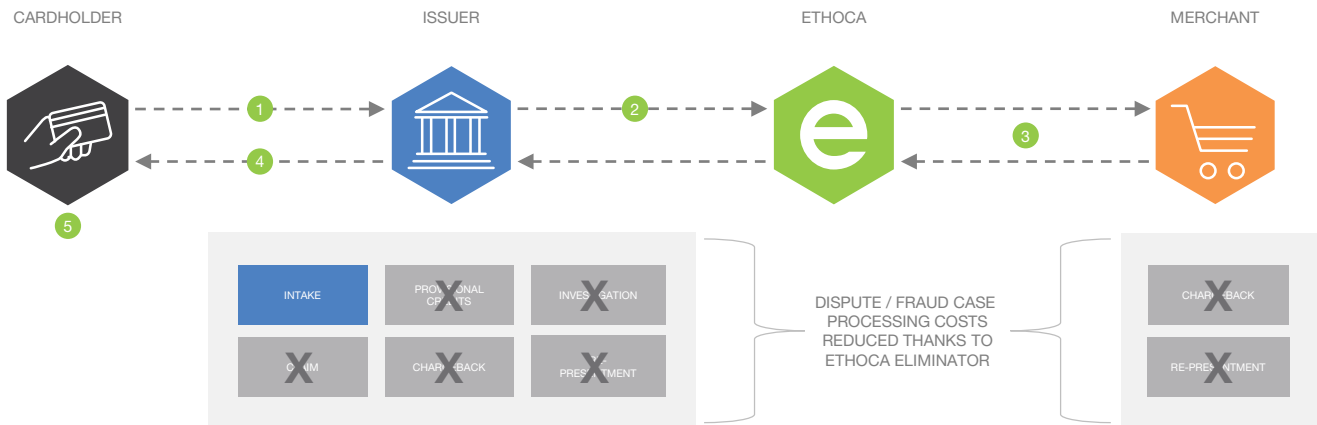
Now your call center agents have the information they need to effectively engage in a real-time 'talk-off' with cardholders whenever a dispute comes in. This includes itemized receipts, detailed account history, summary of merchant consequence and refund status. Cardholders now have the details they need to instantly confirm whether this is indeed a case of fraud or not. This significantly reduces the number of interactions required to resolve disputes, ultimately reducing dispute processing costs and eliminating the need for the costly, inefficient chargeback and representment process altogether.

In the long term, Eliminator helps to retrain the cardholder – especially those who were hoping to commit hostile friendly fraud. They become aware of the depth of information you have at your fingertips to prove the purchase was legitimate, making it more difficult to game the dispute process for personal benefit in the future.

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

CARDHOLDER · **ISSUER** · **ETHOCA** · **MERCHANT**

INTAKE · PROVISIONAL CREDITS · INVESTIGATION · CLAIM · CHARGEBACK · PRESENTMENT

DISPUTE / FRAUD CASE PROCESSING COSTS REDUCED THANKS TO ETHOCA ELIMINATOR

CHARGEBACK · RE-PRESENTMENT

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 and the possibility of a future representment by the merchant.

BENEFITS

✓ **Call center demand eliminated: Card issuers are now able to reduce 4-6 'touches' per claim to 'single contact' resolution.**

✓ **Downstream representment and incremental claims processing costs eliminated.**

✓ **Approximately $10-25 in cost per full claim eliminated.**

✓ **Fraud detection accuracy improved: "Noise" from improperly coded fraud transactions is eliminated and false declines decrease, providing a better cardholder experience and increased acceptance.**

✓ **Lost revenue eliminated: Increased transaction income when cardholder assumes rightful responsibility, in addition to increased spending on card. 'Account on file' relationships remain intact since cards don't need to be reissued.**

ABOUT ETHOCA

Ethoca is the leading, global provider of collaboration-based technology that enables card issuers, ecommerce merchants and online businesses to increase card acceptance, stop more fraud, recover lost revenue and eliminate chargebacks from both fraud and customer service disputes.

Through the Ethoca Network – the first and only of its kind in the industry – we are closing the information gap between card issuers and merchants. This unique capability makes fraud and customer dispute insight available and actionable in real time.

Our suite of services delivers significant revenue growth and cost saving opportunities for thousands of merchants and hundreds of issuers across the globe. This includes the world's biggest ecommerce brands and largest banks.

To find out more, please visit us online at **www.ethoca.com** or contact us at **sales@ethoca.com**