

Luxury Fashion Retailer Reduces Fraud While Providing Seamless Customer Experience to its Premium Shoppers

LUISAVIAROMA (LVR) is a top online luxury fashion retailer that offers worldwide shipping to its 5 million monthly visitors. Digital commerce is LVR's primary channel of business. The company focuses heavily on delivering an enhanced digital experience through its website to its global customer base as they shop for items from established and emerging designers.

BUSINESS OBJECTIVE

The rise in card-not-present fraud has been an unintended consequence in the growth of online and mobile commerce, and LVR is no exception. The high-end nature of LVR merchandise made them even more exposed to attacks, as these luxury brands have high resale value. While chargebacks from fraudulent transactions represented a significant loss, erroneous transaction denials (so called false positives) also had a significant impact on revenue, as a denied transaction usually equates to a lost customer and a negative brand perception. At the same time, manual reviews compromised customer experience while adding operational costs and time.

With fraudulent attacks increasing in size, complexity and frequency, relying on point solutions and manual reviews was neither practical nor scalable. LVR needed a dynamic platform that could accurately detect ever-evolving fraud patterns without blocking genuine customers. LVR customers expected quick turnaround time between processing and fulfilment, so the platform needed to deliver real-time decisioning and meet key business objectives including:

- Enhancing customer experience
- Reducing fraud losses while minimizing false positives
- Lowering operational costs and manual reviews

▲ LUISAVIAROMA.COM
Luxury Shopping Worldwide Shipping

CUSTOMER PROFILE

Headquarters: Florence, Italy

Industry: Online Luxury Fashion Retailer

BUSINESS OBJECTIVE

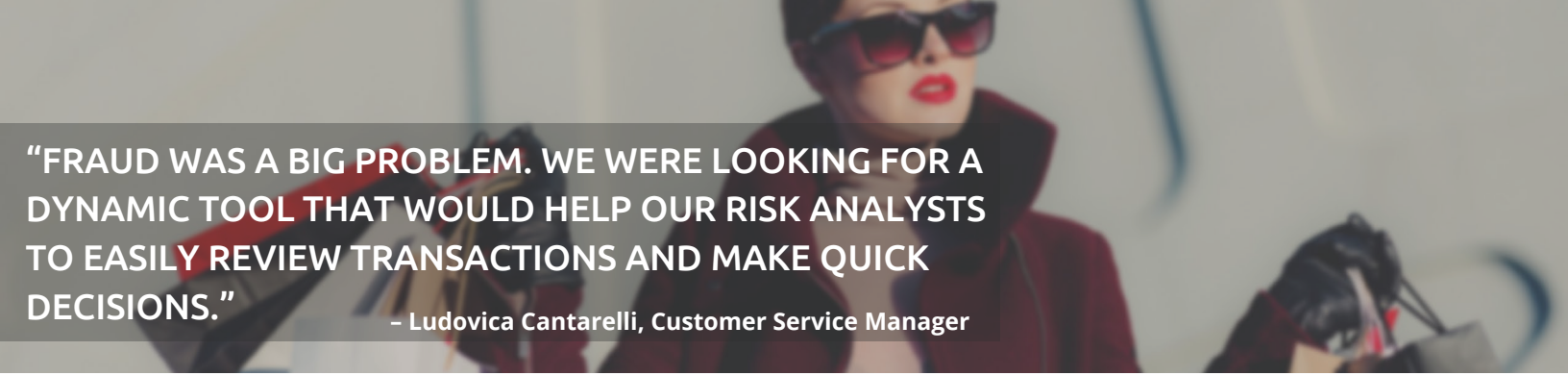
- Enhance customer experience
- Reduce fraud and operational cost
- Reduce false positives

SOLUTION

Simility's Adaptive Decisioning Platform enables LUISAVIAROMA to detect fraudulent transactions, without hindering the shopping experience of legitimate premium shoppers

RESULTS

50% reduction in fraud without impacting the customer experience



“FRAUD WAS A BIG PROBLEM. WE WERE LOOKING FOR A DYNAMIC TOOL THAT WOULD HELP OUR RISK ANALYSTS TO EASILY REVIEW TRANSACTIONS AND MAKE QUICK DECISIONS.”

– Ludovica Cantarelli, Customer Service Manager

SIMILITY'S ADAPTIVE DECISIONING PLATFORM

As fraud was evolving with the changing eCommerce landscape, LVR found that Simility's industry-leading Adaptive Decisioning Platform met all the criteria of the right solution.

Simility's end-to-end fraud and decisioning platform built with a data-first approach provided a 360-degree view of the end customer, giving LVR accurate insights into every transaction.

- Simility's superior Device Recon technology analyzes hundreds of mobile and desktop device characteristics including browsers, language, location and operating system, thus enabling LVR to detect multiple accounts created from a single device and stop them before any stolen payment credential is processed.
- Advanced self-optimizing machine learning models enable LVR to identify complex fraud patterns and accurately distinguish between legitimate and fraudulent orders by dynamically analyzing data related to customers, historical and behavioral information, card details, shipping and billing information, phone numbers and geo location.

- LVR considers Simility's simple yet intuitive workbench with advanced visualization capabilities the most powerful feature. With historical, device, transactional, multichannel and behavioral data available in a unified interface, risk analysts are easily able to identify patterns and relationships and quickly screen for fraud. Furthermore, the solution's fraud queue ensures manual reviews only for high-risk transactions, which eliminates time spent on low-risk transactions, thus increasing overall efficiency of the risk analysts.

With this integrated approach, LVR was able to increase fraud detection and reduced chargeback by 50% while also reducing false positives. With improved accuracy of Simility's Machine Learning models, LVR provided good customers with a significantly better customer experience.

SIMILITY ADVANTAGE

Simility's Adaptive Fraud Decisioning Platform enables LVR to analyze data from each and every visitor on its website to search for interdependencies between thousands of apparently unrelated variables and identify anomalies in real-time to precisely tell fraudsters from legitimate shoppers.

“WITH INCREASING SALES, SIMILITY NOT ONLY HELPED US REDUCE FRAUD BUT ALSO REDUCED THE AMOUNT OF FALSE POSITIVES, THUS ENABLING US TO GIVE GREAT CUSTOMER EXPERIENCE TO ALL OUR PREMIUM SHOPPERS.”

– Ludovica Cantarelli, Customer Service Manager

ABOUT SIMILITY

Simility offers real-time risk and fraud decisioning solutions to protect global businesses. Simility's offerings are underpinned by the Adaptive Decisioning Platform built with a data-first approach to deliver continuous risk assurance. By combining artificial intelligence and big-data analytics, Simility helps businesses orchestrate complex decisions to reduce friction, improve trust, and solve complex fraud problems. Built by industry veterans, Simility is trusted by some of the world's leading consumer brands across financial services, payment processors and commerce merchants. For more information on Simility, visit [Simility.com](https://simility.com)

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