

# REAL-TIME PROTECTION

## Engage Order Protection

Safeguard your ecommerce margins at the point of transaction from fraud and abuse with Engage Order Protection. Order Protection expands the Engage product suite's proven ability to combat returns and claims fraud and abuse. By utilizing the same AI models, it identifies high-risk transactions before they result in loss, enabling you to apply specific guidelines, such as requiring in-store pickups or imposing restocking fees. This proactive approach safeguards your profits while delivering a seamless experience for legitimate customers.

## The Challenge

Returns and claims erode margins. Whether fraudulent or abusive, "one size fits all" policies end up hurting your best customers and sometimes still let fraudsters through. While a consumer may have legitimate claims of packages being stolen after they are delivered, constantly re-shipping orders is a huge drain on profits. Similarly, someone who is constantly buying multiple sizes of the same item and returning what doesn't fit erodes margins as well. And of course, consumers that are committing outright fraud hurt those margins even more.

Retailers need a way to assess the risk of each transaction and dynamically apply strategies that allow sales while protecting profits at the same time.

## The Solution

Order Protection allows you to safeguard your profits while still delivering the seamless, frictionless retail experience your best consumers expect. By understanding the consumer's return and claim history, risk mitigation strategies can be introduced at the point of transaction. Risky transactions can be flagged or adjusted with necessary conditions, like in-store pickups or restocking fees, so your bottom line stays protected.

The best part? You don't have to compromise on generous return policies for your good consumers. With Order Protection, you can continue offering perks like free returns to trusted shoppers while stopping those who abuse the system. For consumers who exploit policies without technically violating them, you can implement tailored measures—such as requiring a signature for frequent claims or enforcing final sale terms for high-return shoppers—to deter misuse while preserving customer loyalty.



**Engage Order Protection** is a module within the Appriss Engage solution that applies AI modules to shopper interactions to offer dynamic cart guidelines based on shopper profiles.

### **BENEFIT:**

Reduced returns and claims, saving millions while ensuring every customer gets the experience they deserve.

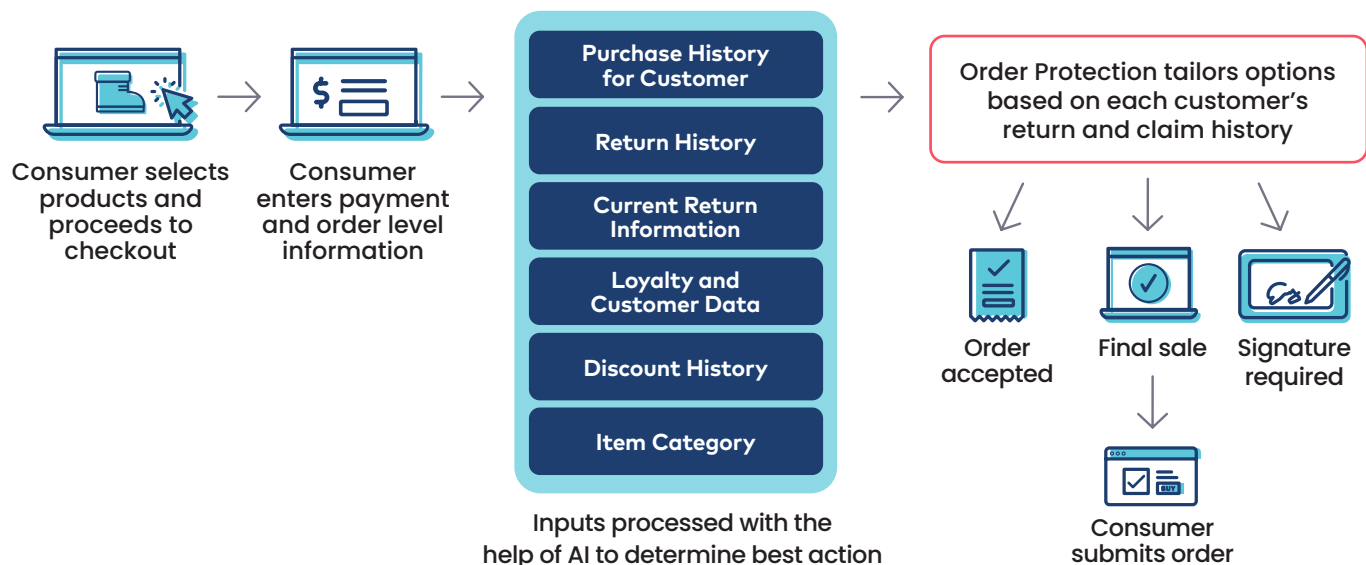


With Order Protection, you can tailor risk mitigation strategies based on a customer's return and claim history. Below are just a few examples of actions you can apply:

- ◆ **Accept the Order as Usual** – Maintain a seamless experience for good customers with no restrictions.
- ◆ **Final Sale** – Reduce repeated returns from frequent returners by making certain purchases non-returnable.
- ◆ **Signature Required** – Prevent false claims of missing or undelivered packages by adding a signature confirmation at delivery.

## Engage Order Protection Process

### REAL-TIME OPTIMIZATION





## Key Features of Engage

### Flexible Return Parameters:

- ◆ Retailers can confidently offer consumer-friendly return policies without increasing exposure to fraud or abuse.

### Behavior-Based Authorization:

- ◆ Engage leverages AI models and statistical models, reviewing individual behaviors to authorize returns, making it highly effective in reducing fraud and abuse.

### Real-Time Recommendations:

- ◆ Engage assesses customer behavior and return history, providing recommendations to approve, deny, or warn during the return process. Warnings are often perceived more positively than denials, helping to preserve customer loyalty.



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Appriss Retail helps retailers protect themselves against fraud and abuse across all transaction channels. With more than 20 years of retail data science expertise and experience, we've built a robust omnichannel intelligence platform that is trusted by over 60 of the top 100 U.S. retailers, covering 40 percent of all U.S. omnichannel sales. Globally, Appriss Retail reaches 45 countries across six continents. The company provides relevant and actionable intelligence to retailer's operations, finance, marketing, and loss prevention teams. Appriss Retail's performance-improvement solutions yield measurable results with a significant return on investment. For more information about Appriss Retail, visit [apprissretail.com](https://apprissretail.com) or our [LinkedIn page](#).

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