

Appriss Retail Claims and Appeasements Authorization

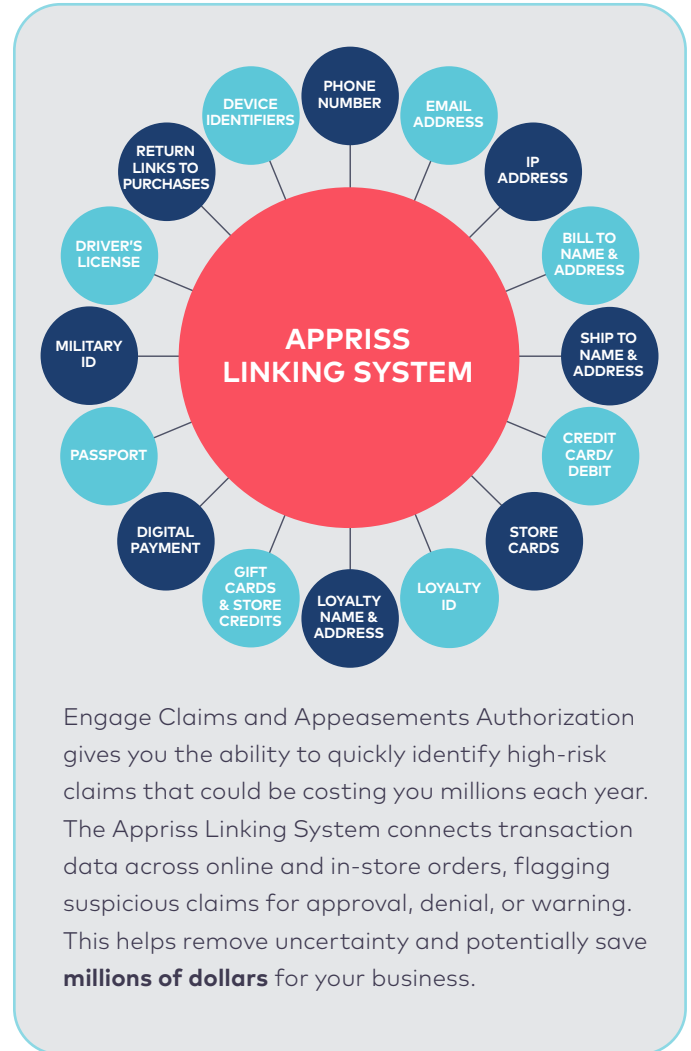
Customer claims, appeasements, post-order adjustments, and instances of refund fraud and abuse are often linked to claims of Item Not Received (INR), lost orders, mis-ships, re-ships, and damage claims. These challenges play a role in the erosion of your business margins. The ecommerce boom created new opportunities for crafty fraudsters. Retailers spend an average of \$22 billion annually on appeasements and reshipments (source: NRF report¹). Rising false claims and various fraudulent and abusive activities, including wardrobing, reselling, empty box returns, damaged items, price arbitrage or fraudulent price match, and credit laundering, complicate the distinction between genuine and deceptive claims. Additionally, identifying fraud poses a challenge for customer service agents, especially when customers use multiple email addresses, mailing addresses, credit card numbers, and names to deceive.

CASE STUDY SPOTLIGHT

A national sporting goods retailer reported that 2% of online sales required adjustments or reshipments, a rate ten times higher than chargebacks at 0.2%.

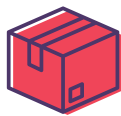
- The top 25 offenders accounted for nearly \$400,000 in adjustments and reshipments.
- One offender had 119 adjusted transactions, 105 email addresses, and 113 customer IDs.
- Another offender accumulated over \$4,500 in adjustments within a single month.
- Only 0.3% of shoppers were responsible for \$2.5 million in adjustments

Learn how Appriss Retail helped uncover over \$3M in annual savings by reading the case study. [A Powerful Approach to Ecommerce Claims and Appeasements Fraud](#)



¹2022 Consumer Returns in the Retail Industry

AN EXAMPLE OF ENGAGE CLAIMS AND APPEASEMENTS AUTHORIZATION IN ACTION



Pete purchases 20 pair of athletic footwear, he uses a different email address, phone number and first name, but the shipping addresses are the same.

Once the shipments arrive, he calls customer service to report that he did not receive the orders one at a time, and request a re-shipments.

Engage notifies the customer service associate that Pete has made multiple claims for items not received and declines the re-shipments.

Pete receives a message that the retailer is unable to process the re-shipments.

THE APPRISS RETAIL DIFFERENCE

EXPERIENCE: Appriss Retail has over 20+ years of experience managing returns and claims fraud and abuse.

OMNICHANNEL: The proprietary Appriss Linking System links transaction identifiers across every channel, whether it's in store, online, call center, or chat, to expose consumers who are trying to hide their identity.

PREDICTIVE ANALYTICS & MODELING: Advanced AI algorithms and data analytics identify patterns and anomalies, enabling real-time decision-making that rewards loyal customers and deters fraudsters.

CALL CENTER: The Appriss call center addresses consumer inquiries and disputes, removing potential friction between you and your customers, while allowing your own call center to focus on the customers that matter to you.

KEY FEATURES

Real-time Decision Making: Enables real-time decision-making, reducing wait times, and providing instant return eligibility feedback for an enhanced customer experience.

Advanced Analytics: Analyzes vast amounts of transactional and historical data to identify patterns. Leveraging machine learning models to detect fraudulent or abusive behavior.

Fine Tunable Models AI models and the capability to tailor rules using flexible variable thresholds produces the most favorable outcomes for retailers aiming to establish precise authorization criteria or controls. This promotes accurate and consistent decision-making while remaining adaptable to evolving market conditions.

Integration Capabilities: Seamlessly integrates with contact center solutions, POS, OMS, CRM, and inventory management, streamlining data exchange and providing comprehensive customer and transactional data for informed authorization decisions.

Automated Workflow: Automates claim authorization, eliminates manual steps, and boosts efficiency, accuracy, and productivity throughout the workflow from request to decision.

Fraud Detection and Prevention: AI and advanced models to detect and prevent fraudulent returns, flagging suspicious patterns for investigation to safeguard retailers' profits.

Compliance and Regulation: Compliance with industry regulations and return policies, allowing retailers to set guidelines on time limits, item conditions, and refunds for consistency and reduced unauthorized returns risk.

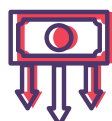
Real-time Reporting and Analytics: Extensive reporting and analytics tools for valuable insights on return patterns, authorization rates, and performance, enabling data-driven decisions for continuous improvement.

Scalability and Reliability: Designed for scalability, it guarantees high availability and reliability through robust infrastructure and data security for sensitive information protection.

BUSINESS IMPACT



Recoup Revenue



Reduce Cost



Improve Customer Experience



Fraud & Abuse Protection



Leveraging more than 20 years of data science expertise, Appriss Retail transforms ecommerce and omnichannel consumer interactions by providing real-time, actionable recommendations that reduce fraud, drive efficiency, and maximize profitability. The company's AI-driven, SaaS platform generates analytical insights and recommendations at more than 150,000 physical and online retail locations in 45 countries across six continents.

apprissretail.com

ContactUs@ApprissRetail.com

Americas +1 949 262 5100

EMEA +44 (0)20 7430 0715

Asia/Pacific +1 949 262 5100

Follow Us On:  