

Ticket Provider Eliminates Majority of Manual Reviews



Slow manual reviews cost an organization time and money, while hurting customer satisfaction. Fraud managers need solutions that automate the majority of risk decisioning and empower them to make quick decisions with contextual information. Without the proper risk decisioning tools, fraud managers are left with a guess at a transaction's risk. Fraud managers who don't have the proper information, waste hours with a subpar manual review process and may possibly decline a trustworthy customer order. When a good customer is declined, an organization causes irreversible brand damage and drives business to their competitors.

This case study illustrates why the Emailage Risk Assessment Solution was selected by a leading International Ticketing Company as the front of the line risk assessment solution.

The International Ticketing Company chose Emailage based on the solution's:

- Fraud prevention results using non-sensitive data
- Global Coverage of Email and IP Addresses
- Network of Data to Help Recognize Trustworthy Customers
- Ability to Identify Risk with a Few Points of Non-Sensitive Data
- Extremely Low Cost with Significant ROI

“Emailage helped us improve our Hit Rate by 5x the average hit rate compared to previous internal controls.”

Company Profile

Client: One of the largest international ticketing companies in the world.

Location: Headquartered in South America.

Usage: Used the Emailage Risk Assessment Solution to analyze 100% of transactions over six months.

ROI: Over 10 times ROI - Immediate ROI in the first month.

Need & background:

The International Ticketing Company could not properly analyze the risk of transactions in a timely and effective way. This ineffective process caused approximately 30% of all sales to be sent to manual review. A high number of manual reviews added significant costs, as well as increased customer frustration. In addition to manual reviews, the International Ticketing Company needed to analyze and verify the contact information for existing customers to detect high risk accounts. Verifying contact information would also improve marketing, support, and sales communications.

REQUIREMENTS:



Reduced manual reviews by at least 50%, while also detecting risky transactions accurately.



Analyzed the risk of existing clients, including dormant accounts.



Verified the correct customer email in the contact database



4 of the Top 5
Ticketing Companies
Use Emailage

SOLUTION

The International Ticketing Company's fraud prevention department used the Emailage Risk Assessment Solution's browser extensions to analyze the risk of an email and IP address associated with all manual reviews. The browser extensions allowed the department to assess the risk of an email and IP address without leaving their fraud case management system. By confining analysis to a single system, the time taken to review a transaction was greatly reduced and analysts were able to generate a more accurate review decision.

As a parallel initiative, the International Ticketing Company verified and cleaned their customer contact database from the past six years with the Emailage Shield And Data Normalization Solution. The Solution verified the existence of customer emails and alerted the company of confirmed risky accounts. The verification and cleanup of all existing customer contacts was completed in under a month.

The final step for the International Ticketing Company is the integration of the automated Emailage Risk Assessment Solution API. The API allows the International Ticketing Company to analyze the email and IP address from all their transactions automatically and optimize the manual review process.

OUTCOME

By leveraging the Emailage Risk Assessment Solution as part of the manual review process, the International Ticketing Company reduced the number of manual reviews by 62%. The fraud hit rate of these manual reviews was 30% on high risk populations. The Risk Assessment Solution accomplished this reduction by providing a comprehensive history and analysis of email and IP addresses. This additional data allowed for an over 90% increase in the approval of transactions. With less cases sent to manual review and a significant increase in approvals, the Emailage Risk Assessment Solution and Shield and Data Normalization Solution generated a 10 times return on investment over six months.

ROI



62% reduction of manual review rates.



90% increase of manual review approvals.



Less than 1% of transactions received a high risk score and were sent to manual review.



Over 10 times ROI - Immediate ROI in the first month.

Key Takeaways:

- Corrected marketing, sales, and support messages being sent to nonexistent emails.
- Automated, ongoing monitoring of risk accounts

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you can get similar results?

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