Teleperformance

Case Study

Digital Fraud Loss Prevention in the Ecommerce Platform

with Teleperformance's Innovative Cloud Campus Model for Managing Remote Teams

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Client Overview

The world's largest designer, marketer and distributor of sports related apparel & accessories, equipment and athletic footwears was looking for a team of industry-leading fraud and chargeback analysts. The client required **highly performant solution** to support their growth, **cost containment** and to support their direct retail operations risk and control organizations.

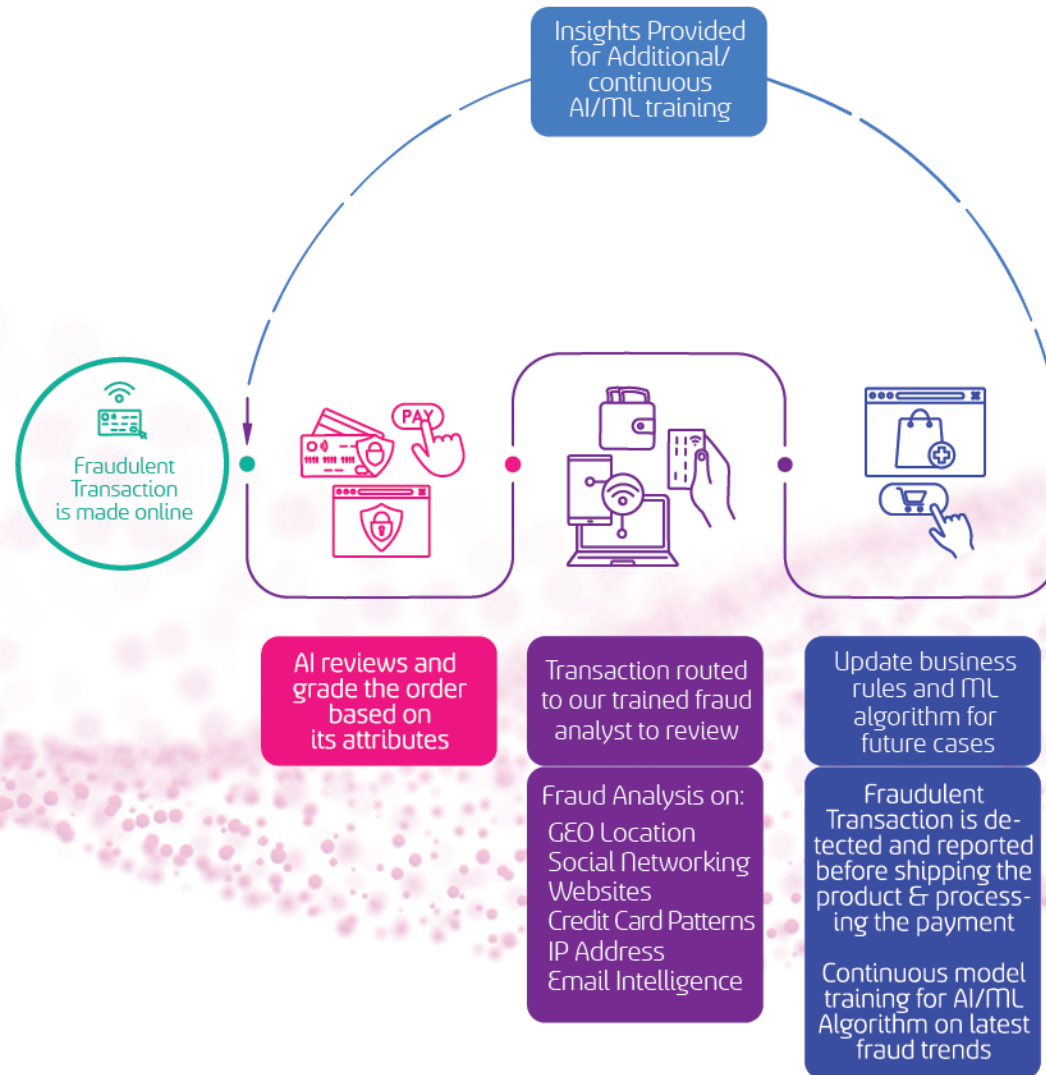### Teleperformance needed to provide solutions for fraud prevention in all below areas:

- Payment Abuses
- Multi-Bots/Bulk-ship Orders
- Fake/Invalid Account Information
- eGift card
- BOPIS
- Refund
- Promotion or Coupon Abuse

Business Challenges

- Labor intensive transactions i.e. **digital sales, refunds,** eGift Cards, BOPIS, and bulk-ship orders
- Prone to errors and inaccuracies in fraud monitoring and review processes
- Significant revenue at stake
- Time-consuming and manual processes
- 24x7 coverage not available
- Risk of cancelling authentic orders

TP T&S's Structured Fraud Review

Insights Provided for Additional/ continuous AI/ML training

Fraudulent Transaction is made online

AI reviews and grade the order based on its attributes

Transaction routed to our trained fraud analyst to review

Update business rules and ML algorithm for future cases

Fraud Analysis on:
GEO Location
Social Networking Websites
Credit Card Patterns
IP Address
Email Intelligence

Fraudulent Transaction is detected and reported before shipping the product & processing the payment

Continuous model training for AI/ML Algorithm on latest fraud trends

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Benefits Delivered

80+
Experienced Agents

24/7
Support

T.A.P.
assessment launched on some markets

- Recruited team of **80+ experienced agents** with necessary industry skillsets and training in NA and EMEA region
- Well-defined quality metrics to **measure performance**
- Reduced client revenue loss through improvements in fraud detection ratio
- **Increase efficiency** by descriptive process analytics for fraud root cause analysis
- Access to **24x7 support**
- **Proactively identify fraud trends** and industry best practices for **AI Powered Fraud Detection Algorithm** updates
- Currently assessing to implement RPA to automate task of **disabling risk accounts**
- Launching Global **TAP assessment in Mexico, Portugal and China Project** in pipeline - Power BI dashboard for real time reporting and metric

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each interaction matters