The percentage of fraudulent orders was as high as 20% at the peak of the attack. But with Kount, our chargeback rate is now less than 1%. In addition, we have been able to cut our manual review rate to just 7% of orders, which is saving us a lot of time and money.

eCommerce Manager, Online European Performance Aftermarket Parts Business

SOLUTION
As soon as they deployed Kount, the company saw a dramatic drop in fraud losses: “As I said earlier, the percentage of fraudulent orders was as high as 20% at the peak of the attack. But with Kount, our chargeback rate is now less than 1%. In addition, our Kount customer service representative helped us automate some of our processes. As a result, we have been able to cut our manual review rate to just 7% of orders, which is saving us a lot of time and money.”

What about ROI? “Kount is one of the best values, it more than pays for itself,” says their eCommerce manager. “It has saved us tons of money. During our initial search for fraud prevention providers, we had looked at companies that were offering a 100% chargeback guarantee. But they were really expensive. And they didn’t allow us to have control over which orders...”

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Would be approved or declined. We would just have to accept their decisions.”

How do Kount's capabilities rate? “The features and functionality are fantastic. Kount is extremely detailed but still easy to use and very intuitive. I was the person initially using it, but was able to train my replacement very quickly. Best of all, Kount is a one-stop fraud prevention system. You don't have to worry about figuring out what other systems you might need. It does it all. It is definitely worth the investment.”

And how does Kount perform when it comes to customer support? “The service we've received from Kount has been fantastic. Incredible. We could not ask for anything better. They always get back to me quickly, usually less than an hour. I've been on the phone with my account representative at 9 PM at night when I've had urgent questions.”

OUTCOME

- Reduce chargebacks dramatically, to less than 1% chargeback rate.
- Cut the number of manual reviews by nearly 70%.
- Work seamlessly with X-Cart.

Overall, the experience of this import auto parts and aftermarket accessories eCommerce merchant has been highly positive: “We would definitely recommend Kount to anyone using X-Cart, or any eCommerce platform, for that matter. X-Cart did a great job at optimizing the Kount instance in our shopping cart, and we've had 100% uptime since we've started using Kount. Kount is a very detailed and sophisticated system. At the same time, it's extremely easy and intuitive to use. Considering all the losses we've eliminated, Kount is absolutely a great value.”

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Kount's all-in-one, SaaS platform is designed for merchants operating in card-not-present environments and the payment service providers that support them, simplifying fraud detection and dramatically improving bottom line profitability. Companies using Kount can accept more orders from more people in more places than ever before. Kount is a turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has reviewed billions of transactions and provides maximum protection for some of the world's best-known brands. For more information about Kount, please visit www.kount.com