

The Scale of International Fraud



The issue of international fraud is considered a significant challenge to CNP sales by 27 per cent of international retailers – and with good reason. International retailers are three times more likely to experience higher levels of CNP fraud than domestic merchants.¹

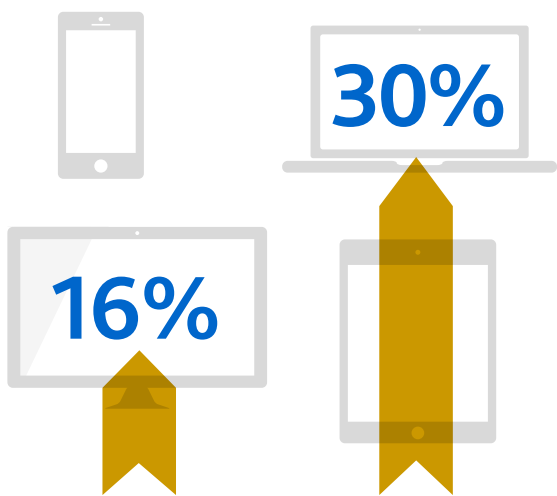


For every £100 involved in a fraudulent transaction, a merchant actually loses £270 once chargebacks, fees, interest and lost and stolen merchandise is factored in.²

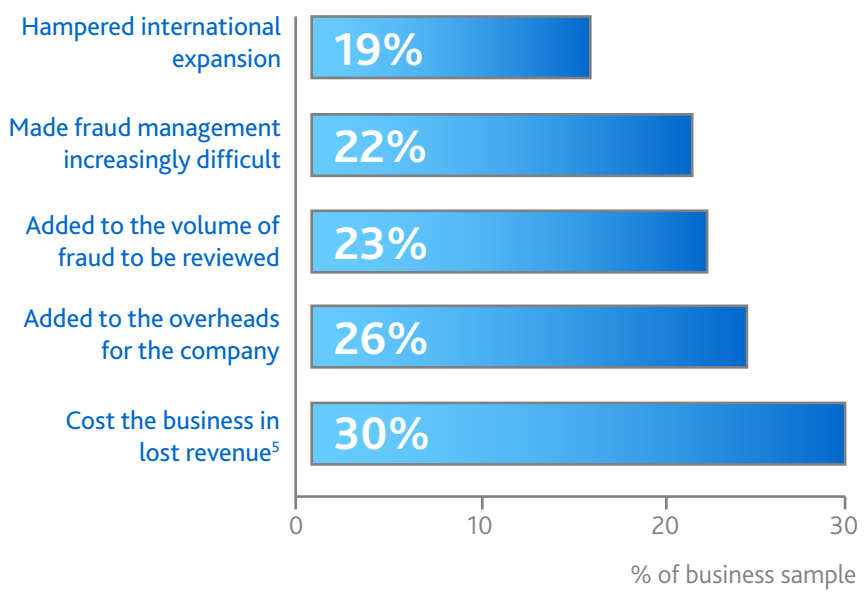
International fraud negatively affects seven out of ten e-tailers.³

Single channel vs Multi-channel

The impact of fraud

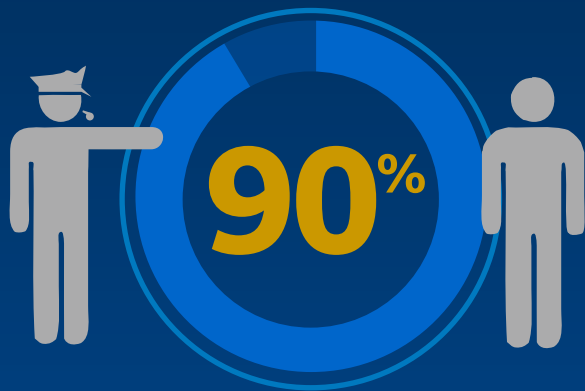


Multi-channel retailers are more likely to lose revenue as a result of fraud compared with single channel retailers.⁴

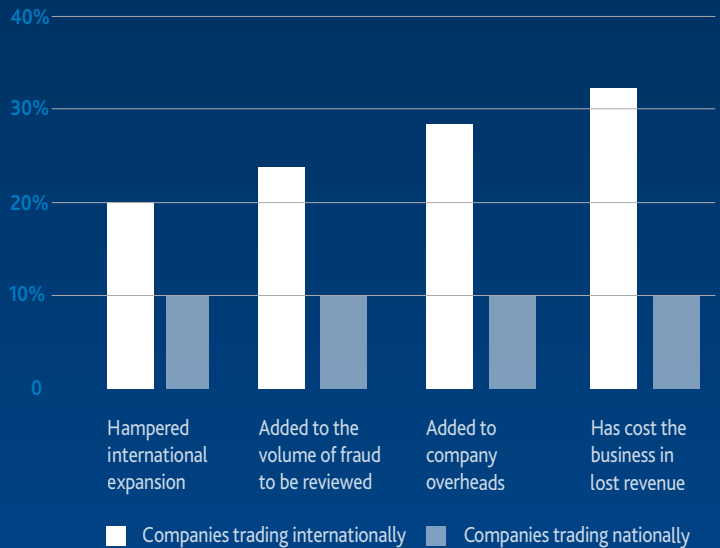


Rejecting genuine customers

National vs International



90 per cent of retailers surveyed by Chase Paymentech suspect their fraud management rejects genuine online customers. While the majority think that they may possibly have lost revenue, 20 per cent are certain that this is the case.⁶



The impact of fraud on companies trading nationally versus internationally.⁷

Fraud tools



81% of retailers found their existing fraud tools were inadequate when expanding internationally.⁸

International fraud hampers prospects for growth, restricts profitability and increases costs. But with the right tools, intelligence and strategy, e-tailers can keep the fraudsters at bay.

Expanding internationally? Download our white paper to help fight fraud today, at: www.chasepaymentech.co.uk/resources.html

For more information visit: www.chasepaymentech.co.uk



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Sources: 1,3,4,5,6,7: Dynamic Markets: Putting Customers First? (March 2013), 2: Lexis Nexis (Example costs shown converted from US dollars) (2012)

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