How eCommerce Companies Prep For the Holidays

Prepping for the holidays

For most eCommerce companies, the holiday season starts at Thanksgiving and goes through the end of the year.

October
September

Survey respondents who started prep work in September and October.

50%
47%
67%
66%

How early is too early to start prepping for the month-long chaos?

Fighting Fraud on such a massive scale takes preparation, so how do they do it?

47% of respondents purchase and onboard new tools.

67% of respondents update their rulesets.

66% of respondents review their performance from last year and update their goals.

Do they hire seasonal employees?

61% of all companies hire seasonal employees, 87% of those are small businesses.

Challenges

Fighting fraud like a pro doesn't come easy. You have to find a balance of keeping your actual customers' experience a positive one, while keeping the fraudsters out. The things our customers are most concerned with are:

- Long review queues
- High chargeback rates
- Manual review
- False positives

Some companies review every transaction that comes through while others set up rules and only review those that don't pass. Either way, manual review is an extremely important part of the fraud prevention team; review agents serve as the gatekeepers for which transactions get approved. Ultimately, the goal is to let your good transactions through while quickly detecting fraud and providing a frictionless customer experience.

Manual review teams' work skyrockets during the holiday season, with:

49% of respondents' queues volume increasing 25% or more

It's their job to get orders pushed through as quickly as possible, while also being accurate.

78% have up to 5 minutes to review a transaction, with the most common being 2.5-5 minutes.

Teams can't do this on their own—they need help!

On average 70% of companies use 3 or more tools.

Naturally we're a bit biased here, but Pro Insight is the best manual review solution on the market and helps consolidate the number of tools your manual review teams need to use.

The things our customers love the most

Advice

Don't take our advice, ask the experts!

Years they've worked in fraud

56% of respondents have worked in fraud for 4+ years

450 years of fraud experience

47% of respondents purchase new fraud tools as a way to prep for the holidays.

Don't just take it from us, here's what one of our customers said:

"Ekata has been integral in assisting us in reducing our manual review rate while improving accuracy, reducing false positives, and keeping chargebacks to an industry low."

Learn more about Pro Insight and how we can help your holiday season be successful.

Sources:

58% said they rely on our confidence score

66% said they rely on our positive and negative signals to help determine the riskiness of a transaction

On average, 57% of teams use Pro Insight with 72% of small teams taking advantage of our solution daily.