

EKATA AND GETAROOM

Christina Forrester, Fraud Operations Manager at Getaroom.com, tells us how she empowered her team to fight fraud.

The Opportunity

Getaroom.com, founded in 2008, was created to offer the very best values at hotels and other types of lodging in major destinations worldwide. Their fast growth and success has been very welcome. Though as well all know, with growth comes fraud.

The Solution

Prior to the implementation our analysts were struggling with validation. We were sucked into a free search syphon, forced to do up to six different searches on one single attribute. Since a lot of the free tools are inconsistent, we were spending entirely too much time on authenticating our customers.

This caused a dismal performance average as well as over low team morale. Agents weren't feeling successful at the end of each day as they struggled through ascertaining if the data they were receiving was good or bad.

The Results

Since integrating Ekata we have reduced manual review time, and increased the accuracy of order reviews. The ability to access Ekata from our fraud platform has also significantly reduced review time. Identity Check is especially useful in verifying our customers from the first resource used.

50%

Reduction in Manual Reviews

20%

Reduction in Fraud

INVALUABLE:
Increase in Team Morale