



Collaborating with Issuers to Build Growth

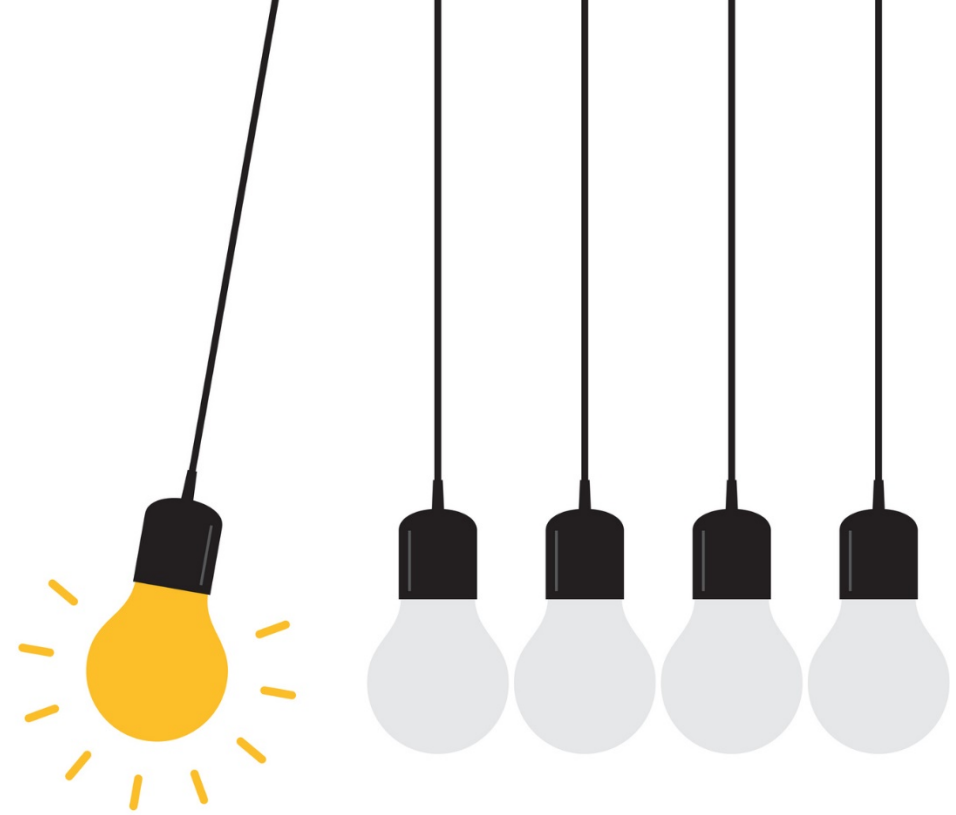
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We all want the same thing...really!



Key Takeaways

1. Solving the customer service conundrum
2. Partnering for success



Approval is about *WAY* more than “open to buy”

What's happening behind the scenes:

- ✓ Minimum required data (full card number, expiration, name)
- ✓ Enhanced data (CVV, 3DS, etc.)
- ✓ Outside influences (Durbin)
- ✓ Risk scoring (IP, device details, etc.)
- ✓ Rules engines (velocity, buying patterns)
- ✓ Trending normal/abnormal behavior (does this make sense?)

Optimize Authorization

Merchants can influence approvals

- ✓ Validate card and expiration date
- ✓ Additional authentication
 - AVS, CVV2, 3D Secure
- ✓ Transaction indicator (recurring)

When a Sale Is Denied

Common Decline Codes

- Do not honor
- Insufficient funds
- Transaction not permitted

Recycle thoughtfully

- Follow payment brand frequency guidelines (# of attempts)
- Reason code awareness (Do Not Honor vs. Invalid Account)



Cardholder Disputes

- When the evidence supports the sale
 - ✓ AVS, CVV, 3DS authentication
 - ✓ Proof of Delivery
 - ✓ Proof of use during the billing period
 - ✓ Prior undisputed transactions
- Outside influences
 - ✓ Reg E
 - ✓ CFPB
 - ✓ Trending normal/abnormal behavior



Summary

1. Know Your Customer – authentication leads to higher approval rates and lower chargebacks
2. Make it easy for your customers to contact you, so they come to you first to resolve issues



Thank you

Don't forget to submit your session evaluation!



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