

CASE STUDY – LEVI'S®



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The Customer

Levi Strauss & Co. has been innovating since 1873, the year they created and patented the world's first blue jeans. And while that patent has long since expired, the commitment to innovation continues.

Throughout their long history Levi's® has inspired change in the marketplace, the workplace and the world. Since the California Rush days, Levi's® has grown into one of the world's largest and best-known brand name apparel companies.

The Challenge – Ensure Consumer Confidence in paying online

The global financial economic downturn has impacted consumer confidence and spending negatively.

In Europe, despite the difficult economic climate, consumers tend to stay loyal to a brand they trust – but have migrated from high-street stores to web shops.

In the e-commerce environment, consumers expect to find – among many other features and services – a selection of their preferred payment methods in local currencies.



The requirement

The Levi's® European online store, which opened in 2007 in the United Kingdom, served 10 key e-commerce markets. When the online shop first opened, consumers were only able to pay for their purchases using credit cards.

Since then, Levi's® has added a variety of alternative payment options to enhance the online shopping experience and meet the demand for locally favoured payment options.

Nonetheless, online fraud is an important challenge that needed to be addressed to ensure consumer confidence in paying online.

The solution

With a diverse set of markets, consumer payment preferences are equally diverse. Levi's® worked with GlobalCollect to add a range of alternative payment methods to their checkout page.

GlobalCollect provided consultancy and tools (e.g. Retail Decisions' ReD Shield)

The benefits

- In Germany, credit cards only represent 50% of all payments, whereas ELV, bank transfers, and open invoices have gained significant traction over the last 12 months. Carte Bleue in France, Solo in the UK, and PayPal in all 10 markets are some of the alternative forms of payments Levi's® offers which inherently do not attract as much fraud as credit cards. Thanks to GlobalCollect's consultancy in regards to deploying the appropriate tools, online fraud has been all but eliminated. Fraud is as low as 0.5% in markets notorious for fraud and even lower in others.
- In fraud prone markets, such as the UK, Levi's® has stringent transaction screening parameters in place to challenge or decline suspicious transactions. This has been achieved by deploying Retail Decisions' ReD Shield in partnership with GlobalCollect.
- A challenged transaction invokes a manual review of the sales transaction itself as well as the consumer's transactional history and behavioural pattern. Less than 15% of transactions are manually reviewed – an excellent result for the retail vertical in which Levi's® operates. The ReD parameters are refined and enhanced on an ongoing basis to reflect changes in fraud patterns.

The future

The Levi's® online shop is an important part of the company's growth strategy alongside its high-street stores across Europe and a few company-owned flagship stores located in the main capital cities. The constant refinement of fraud screening parameters, prudent manual reviews, efficient consumer dispute and chargeback processes, and the acceptance of payment methods that match e-commerce expectations and preferences in each local market, will play an important role in helping the company to meet its growth objectives.

About GlobalCollect

GlobalCollect, part of Ingenico Group (Euronext: FR0000125346 - ING), is the most knowledgeable global Payment Service Provider in the world.

The company processes international eCommerce payments for more than 600 of the world's most recognized eCommerce brands in the digital goods and services, travel, retail and video gaming industries, among many others.

With two decades of payments experience, we enable our clients to efficiently and securely accept payments from more than 170 countries in more than 150 currencies. We offer in excess of 150 local payment methods, including all major credit cards, debit cards and alternative payment methods, giving unparalleled coverage throughout all global regions. Our robust and redundant systems guarantee our customers high availability and reliability.

GlobalCollect's business intelligence tools, Managed Fraud Services and more than 400 payments experts help our clients elevate their payment strategies to become a strategic asset to their companies.

GlobalCollect is a 100% subsidiary of Ingenico Group, global leader in seamless payment. Headquartered in Amsterdam, GlobalCollect has regional offices in North America, Asia Pacific, South America and the EU focused on bringing local presence with global reach and services to our clients. For more information please visit: www.globalcollect.com or www.ingenico.com