



Case Study:

Jomashop.com

Jomashop wanted to make sure that they were getting the same high-end deal they offer their customers

The problem

Jomashop was ready to expand and start increasing their sales both domestically and internationally. But they were all too aware that luxury items such as those they sell are very attractive to fraudsters: successfully stealing a designer watch worth \$40,000 represents a good day's work for any fraudster.

This knowledge meant that Jomashop's fraud prevention policies were of necessity risk-averse. They simply stood to lose so much from even a single successful fraudulent purchase.

They dealt with the risk of fraud in two ways: manual reviews and blacklisting. Yet each of these solutions had its drawbacks.

Manual reviews helped weed out the fraudsters, but were time-consuming, and this meant a fulfillment time far longer than Jomashop felt was commensurate with the kind of market presence they wanted to develop.

It took 3 days for a package to be on its way to its new owner. In an age where customers expect instant gratification, or as close to

Results:



-69%
Decline Rate



0%
Chargeback Loss



+35%
International Growth



3 Days to 2 Hrs
Shipping & Handling

it as possible, Jomashop knew that this was holding them back. Moreover, holiday seasons – when fast shipping was especially important – were times when it actually took longer to fulfil orders, because of the added pressure all the extra transactions placed on the manual review team.

Similarly, blacklisting risky countries prevented Jomashop from achieving their vision, which General Manager Osher Karnowsky describes as “bringing sought-after luxury goods to every customer all over the world.”

The solution

Jomashop had a smooth, fast integration with Forter, turning over all of their transactions to our completely automated fraud prevention system. The need for manual reviews disappeared overnight, and Jomashop were relieved to be freed of the problem of fraud, and to be able to divert those resources to other channels.

Reassured by Forter’s chargeback guarantee, which means that we take the hit if our system does let through a fraudulent transaction, Jomashop were able to start planning more boldly. They could start broadening their international outlook, fulfilling the company vision and opening up new markets.

The result

Since Jomashop started working with Forter, they never had to worry about chargebacks, despite the fact that they are now performing absolutely no manual reviews. The occasional chargeback is taken care of by Forter within 3 days, and the system learns from each one – meaning that it becomes more precisely adapted to Jomashop’s specific risk profile and site as time goes on.

Suddenly, weekend and holiday seasons, which used to be a source of stress, are just like any other day as far as fraud prevention is concerned. All decisions happen in real-time, the process invisible to the customer, so there’s never any delay, no matter how many customers are buying through the site at the same time. And it’s fully automated, so the quality of the decision-making is always extremely high.

About Jomashop

[Jomashop.com](https://www.jomashop.com) is an online retailer specializing in luxury goods. They take pride in providing customers all around the world with designer brands, beauty and style – and, when it came to fraud prevention, they wanted to make sure that they were getting the same high-end deal they offer their customers.



“We’re accepting orders from countries we can’t pronounce, where before we would be scared to do that. Before, we would automatically blacklist any order from Malaysia or Indonesia unless we got a wire transfer. Now we’re even starting to advertise in these countries because there are a lot of legitimate people there and this solution has given us the confidence to do it.”

Osher Karnowsky, GM



Most importantly, working with Forter has contributed directly to Jomashop's growth as a company. The number of approved transactions has shot up, and they have seen their international sales grow by 35%. They can now send purchases out to customers in just 2 hours, making their turn-around time competitive and appealing. They were finally able to align their production line with their business model – and they have actually discovered that they lose fewer customers in consequence. In fact, since starting to work with Forter, Jomashop has experienced record turnover, with hundreds of millions of dollars' worth of transactions flowing through their site.

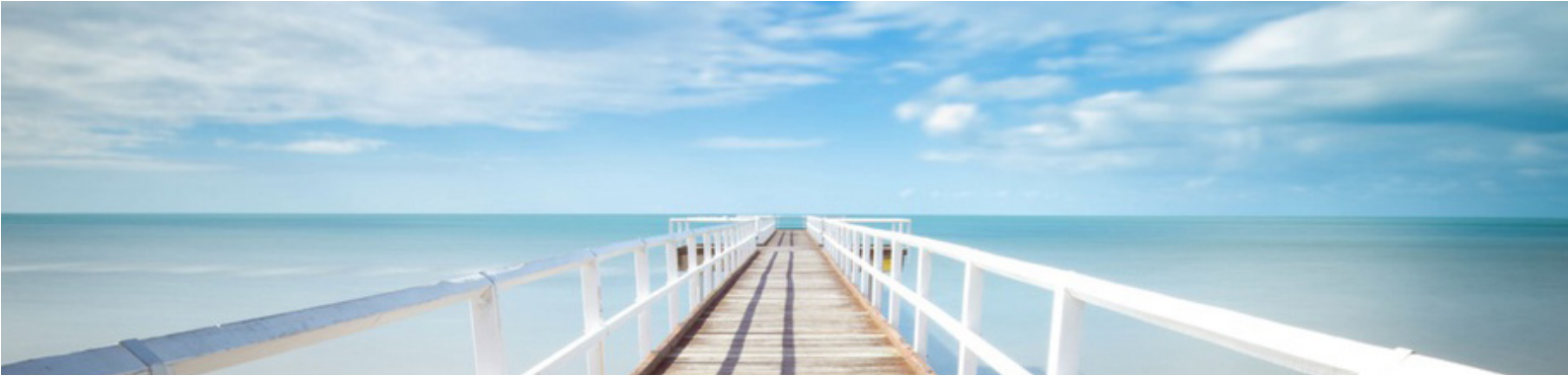
Working in Partnership

Forter and Jomashop view each other as trusted partners. Working together has had a positive impact on numerous aspects of the business. The Jomashop website is currently being redesigned to handle the higher volume of orders which the company now experiences, and to be more accessible to consumers all over the world.

The partnership has enabled the business to develop in new directions. Now that they feel that the world is open to them, Jomashop is planning to translate their site into multiple languages, to accommodate their international customers, safe in the knowledge that Forter will protect them from fraud as they enter new global markets.

Jomashop also jumped at the opportunity to work with Forter to develop a phone order fraud prevention system as good as the one that now guards the website. The company actually restructured their phone order system to take full advantage of the benefits Forter was able to offer, and are looking forward to achieving full peace of mind when it comes to fraud.

"We sell some high end items—transactions can be up to \$80,000," Karnowsky says. "Having a faster approve/decline decision gives customers less time for buyer's remorse. We find there are fewer cancellations because of this. It's a more seamless experience for the customer."



About Us

Forter provides Decision as a Service: fraud prevention for the challenges of modern e-commerce. Forter's solution is entirely automated, evaluating every transaction in real-time and providing an instantaneous approval/rejection decision so that genuine customers aren't even aware that they're being examined. The system works with behavioral analytics, cyber intelligence and elastic identity, and uses machine learning and the power of big data, informed and refined by the human understanding of highly trained analysts. Forter is so confident in the accuracy of its decisions that the company offers a chargeback guarantee, something that gives online retailers the peace of mind to leave fear behind and make the choices that are best for their business and its growth.

More Info

For more information about Forter, please visit our website:

<http://forter.com>

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