



## Central Restaurant Products Slashes Chargebacks, Maintains Great Customer Service



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**Nick Wallpe**  
Director of Customer Service  
Central Restaurant Products

### SITUATION

Central Restaurant Products sells restaurant supplies and equipment to businesses in the food service industry throughout the US and North America. They pride themselves on building strong relationships with customers. Their trained, knowledgeable sales reps provide value-add, high-touch service, following up on every website order to ensure customers get the perfect product solution. In addition, Central Restaurant Products is committed to shipping every order the same day so that customers get the solutions they need as soon as possible.

As sales surged, they saw a need to get more efficient at fraud prevention. “Over the years, we have gotten good at spotting credit card fraud,” notes Nick Wallpe, Director of Customer Service. “However, we relied on a very manual process in which we researched every order. We needed to scale as our order volume expanded.” After identifying a number of potential providers and evaluating demos, Central Restaurant Products chose Kount. “It seemed like the best product as well as the best fit for us,” explains Nick.

### SOLUTION

Central Restaurant Products saw results right away with Kount. “As part of our hightouch service, we reach out to every web customer

to confirm their order,” says Nick.

“Before Kount, a sales rep could spend a lot of time checking AVS, confirming shipping address by searching Google maps, reviewing business licenses with Secretary of State offices, or calling in credit card numbers to banks. But now with Kount, we’re able to review a lot more orders in lot less time. With all the information Kount provides – IP address, device fingerprint, history linking credit cards to past chargebacks, and more – we usually have the answer we’re looking for within 30 seconds.”

Not only has efficiency improved with Kount, but fraud prevention has become much more effective, too. “Our fraud losses are down 77% and chargebacks have dropped 23% since implementing Kount,” Nick points out. “With our orders averaging around \$1,000, preventing fraud on each and every transaction is critical. Our commitment to ship orders the same day is a big plus for customers. However, that put us in a bind prior to Kount, as it wasn’t always possible to research orders fully. Even with our best efforts, we sometimes ended up shipping to fraudulent addresses. Kount has changed all that, making same-day shipping much safer for us. Over the last 13 weeks alone, we’ve avoided over \$16,000 in fraud losses.”

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Achieving these dramatic savings has been surprisingly easy, Nick explains: “Getting Kount up and running was really easy. A big part of that was our customer service rep, who was amazing in working with our IT professional. It all happened pretty fast. There were no issues and it took less than a month. Ongoing support has been fantastic, too. She set up reporting

for us so I get exactly what I need. Now, I automatically receive a report every month. As for writing rules, she helped us set up our initial rules. And when I was writing my first rule, she was very helpful. Now I can make changes myself with ease.”

What does Nick think of Kount’s value? “You obviously always want the lowest cost,” he says. “That said, Kount is really worth the price. It’s more than paying for itself. We have never had an issue with uptime or outages, the website performance and response time are great, and the features make doing our job much easier.”

#### OUTCOME

- Cut fraud losses by 77% (\$16,000 in product losses avoided in most recent quarter).
- Reduce chargeback rate by 23%.
- Speed up reviews to an average of less than 30 seconds each.

Nick would definitely recommend Kount to colleagues: “I’d just give them the facts about how much fraud Kount has stopped for us. I’d show them our dashboard and workflow screens, so they could see how easy and straightforward everything is. And I’d emphasize the ease of using Kount and customizing rules so it is set up just how we need. One thing I’d point out that I think gets overlooked, is how the Kount DataMart provides all sorts of information that not only helps us fight fraud, but improve our understanding of our business.”



#### BOOST SALES, BEAT FRAUD

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Kount’s all-in-one, SaaS platform is designed for merchants operating in card-not-present environments and the payment service providers that support them, simplifying fraud detection and dramatically improving bottom line profitability. Companies using

Kount can accept more orders from more people in more places than ever before. Kount is a turnkey fraud solution that is easy-to-implement and easy-to-use. Kount’s proprietary technology has reviewed billions of transactions and provides maximum protection for some of the world’s best-known brands. For more information about Kount, please visit [www.kount.com](http://www.kount.com)