



## Kount Creates a Real Gem for JR Dunn Jewelers: Higher Sales and Lower Fraud Costs



“ You always hear about the jewelry industry getting targeted for fraud, so it’s great to have a solution like Kount that provides a powerful fraud prevention strategy without inhibiting our customers’ experience.

**Kara Mangiere**  
Director of E-Commerce  
JR Dunn Jewelers

### SITUATION

JR Dunn Jewelers started as a brick-and-mortar retailer offering the highest levels of customer service to buyers of designer jewelry. In 2004, the company was one of the first independent jewelers to launch an e-commerce website, which quickly gained a leading reputation among shoppers and competitors. In 2013, the company began exploring how to raise the bar once again. As part of this process, the company also re-examined their e-commerce fraud prevention strategy.

Kara Mangiere, Director of E-Commerce, explains that the company had been using a 3rd-party technique that would initially charge a small amount to a customer account. If the transaction was approved, the entire amount of the purchase would then be charged. If the initial trial charge was denied, follow-up by JRaDunn Jewelers was necessary. Unfortunately, denials were often for legitimate reasons — for example, a customer buying a gift for delivery to a different shipping address than their billing address. Even worse, alerts about a denial could be delayed as long as 48 hours. For legitimate transactions, this would result in lost sales. In fact, about 15% of the trial transactions were being denied and as many as 50% of those transactions were being abandoned by customers due to delays. “We

knew there had to be a better way, something instantaneous,” observes Kara. She and the team investigated a number of options, including Kount. Kara had become familiar with Kount in a previous position. “We wanted to bridge the gap between delivering better service for the customer, while still having confidence that fraud was being stopped,” says Kara. “Kount helped us find that middle ground.”

### SOLUTION

Integration with JR Dunn’s new Magento solution was relatively straightforward. Some customization was required as JR Dunn Jewelers was committed to a one-step checkout experience. Further, 60% of their orders came in by phone. Kount recommended third party programmers with experience integrating Kount seamlessly into omni-channel-environments handling multiple transaction types.

The launch of the new website brought dramatic improvements. “Perhaps Kount’s most significant impact has been that customer abandonment due to fraud verification delays has been reduced from 50% to 0%,” notes Kara.” Order size has doubled, too. While a large part is due to the new capabilities of the website, “Kount definitely plays a part,” notes Kara. And while Kount has helped to grow sales, fraud costs have decreased approximately \$10,000 a month.

CONTINUED ON NEXT PAGE



For example, chargebacks have dropped dramatically, even though JR Dunn Jewelers has been conducting fewer manual reviews since deploying Kount. “Previously, our chargeback rate was below the industry average, but now it’s non-existent,” notes Kara. “And that decline has happened as we grew order size, with no full-time person dedicated to manual reviews. Each customer service agent is able to review an order using Kount.”

Has the investment in Kount been worthwhile? “Absolutely,” confirms Kara. “The value proposition is excellent. We have been very, very satisfied. Excellent quality, performance, availability and reliability.” That level of satisfaction extends to Kara’s experience with Kount customer service. “The support we get from Kount is great,” says Kara. “Our customer service representative is always available and responds quickly. Usually we have an answer to our questions within the hour.”

#### OUTCOME

- 100% increase in online order size, while also helping to grow

sales volume.

- 90% savings on fraud compared to previous solution.
- \$10,000 per month / \$120,000 year reduction in fraud costs.
- Fewer and faster manual reviews.

Kara confirms that JR Dunn Jewelers has enjoyed an excellent experience with Kount: “The amount of rules that one can program to trigger a review—and the robustness of those rules—is great. For example, with Kount we can easily detect if a customer is using multiple cards, or multiple emails, or making multiple transactions, which are often indicators of fraud. That lets us immediately know which customer transaction needs to be reviewed.” When asked if she would recommend Kount, Kara laughs and says, “Can it just be our little secret? We want to keep it to ourselves.” She continues in a more serious vein: “The programmers that work on our Magento website asked about Kount as a fraud prevention solution for their other clients. I told them: ‘Absolutely, Kount is the way to go.’”



#### 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)