



SoccerPro Gets a Kick Out of Easier Fraud Protection and Higher Sales



“ I would have hated to work here before Kount. I can't imagine all the orders that would have gone through that were fraudulent. I use Kount daily to prevent fraud. It has definitely helped our business.

Tannis Anderson
Warehouse Manager
SoccerPro.com

SITUATION

SoccerPro.com first opened its retail store in early 2004 and launched SoccerPro.com that same summer. Since then, the company has grown significantly each and every year. Today, SoccerPro.com sells hundreds of styles of soccer shoes, the best soccer jerseys from clubs throughout the world, and all the soccer gear any player, fan, coach, ref or parent could ever need.

In fact, it was this strong growth that prompted the company to seek out the Kount Complete™ solution, according to the person currently charged with fighting fraud at the company, Tannis Anderson, Warehouse Manager. “The company had been growing at quite a fast rate,” says Tannis. “With that growth, we had been seeing a big increase in fraud, too.”

The fraud prevention solution SoccerPro.com had been relying on was not an easy system to use, and very expensive for a company like SoccerPro.com. “I started right after we switched to Kount,” recalls Tannis, “and the impression I had of the previous process was that it required a lot of very time-consuming manual checks before orders could ship.”

Director Tony Marrero and Owner David Brcic needed a more efficient and affordable approach, which ultimately lead them to Kount.

“We had just adopted GoECart the month before,” recounts Tannis. “Adding Kount so soon afterwards was scary. That being said, it came on board very smoothly. A lot easier than some of the other programs. No glitches.”

SOLUTION

SoccerPro.com saw a number of immediate and substantial improvements with Kount. “Chargebacks had been a big problem, but they quickly went down,” says Tannis. “Another big advantage with Kount has been how many more orders we're able to ship. For example, not only are we doing fewer manual reviews, but our decline rate (orders initially approved but then canceled due to suspicion of fraud after review) has dropped at least 10%. In some months, we're actually shipping all the reviewed orders and not declining a single one...While still keeping fraud lower than it was before.”

Tannis continues: “Another example of how Kount helps us sell more is the number of orders we were able to handle last holiday season. We saw at 33% increase in volume. No way we would have been able to process all those orders with the old system. Or if we had, we could have wound up approving a lot of fraudulent orders and paying for them with chargebacks in January, February and March.”

CONTINUED ON NEXT PAGE



Tannis explains how Kount plays a critical role in helping her fight fraud on a day-to-day basis: “Whenever there’s a suspicious order—whether triggered by the Kount score or just by a feeling I have—there’s a reason I go to the Kount Agent Web Console first. It gives me the most information in the quickest amount of time. If I want to cross-check an email address, or look at device location, or the number of cards or devices associated with the buyer, Kount puts everything on one screen for me. I can look at linked orders without having to flip back and forth between pages. It’s just so easy to work with.”

“We 100% rely on Kount because it works. I would have hated to work here before Kount. I can’t imagine all the orders that would have gone through that were fraudulent. But with Kount, we can nip them in the bud before they get into the system. It has definitely helped our business.”

OUTCOME

- Reduce chargeback/fraud losses dramatically.
- Enable significant volume growth by streamlining approvals and fraud mitigation process.
- Reduce decline rate, leading to higher sales.

Tannis summarizes her feelings about Kount: “I love Kount! The ease of use, their great support system, and an effective and responsive working relationship between GoECart and Kount has resulted in a lot fewer fraudulent charges and chargebacks. We’ve been able to accomplish this with much less work from our staff, too. Kount is priced where it is a reasonable option for a company our size. Those are just some of the reasons we are happy that we chose Kount.”



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