# ASN | CMO

# How We Implemented An Order Tracking System and Reduced Fraud by 25%

## DATA ANALYTICS CASE STUDY

attractsellnurture.com

# THE CLIENT

## WHO ARE THEY?

A French luxury fashion house operating in 50 countries with a European customer service team supporting stores and e-commerce websites in the UK, Spain, Germany, France and Italy.

## WHERE WERE THEY BEFORE WORKING WITH US?

The fashion house expanded its presence by launching several e-commerce websites across Europe, beginning with the UK.

However, they encountered significant challenges in monitoring online purchase activities, particularly an alarming increase in fraudulent transactions.

At the start of our collaboration, fraudulent activities accounted for 30% of all their online transactions.

## WHAT PROBLEM WERE THEY FACING?

They lacked the capability to track orders accurately, and more critically, they had no effective methods for identifying, reducing, and preventing fraudulent transactions.



## WHAT DID WE DO TO SOLVE IT?

We implemented a comprehensive system that meticulously tracked order details, capturing the date, items purchased, buyer's full name, purchase amount, and a complete delivery address, including the street, city, town, and postcode.

In essence, we developed a robust, searchable database for their transactions. This enabled them to quickly identify discrepancies, analyse purchasing patterns, and significantly enhance security measures against fraudulent activities.

**WHAT RESULTS DID WE ACHIEVE?**

We successfully reduced fraud by 25% within 12 months by deploying a robust, automated fraud detection and prevention system. Additionally, we established a comprehensive training program that developed skilled fraud specialists.

These specialists now support our network of European websites in France, Italy, Germany, and Spain, enhancing their capabilities to combat and prevent fraudulent activities.

*I would wholeheartedly recommend working with Kase – he asks the right questions to help you really focus on what you want and how you can achieve it. He brings an amazing energy and supportive enthusiasm.*

## ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

**BOOK YOUR MARKETING CLARITY CALL**