

The Fraud Prevention Journey

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TESCO
Entertainment

Clothing at TESCO

TESCO Wine by the case

TESCO direct

www.tesco.com

What started our journey?



- Tesco Direct launched
- Trade levels increased
- Chargebacks started to spike

What was our roadmap?

- Analyse
 - Know our risks
 - Know what differentiates good from bad
 - Review business processes
- Change
- Evolve
- Review

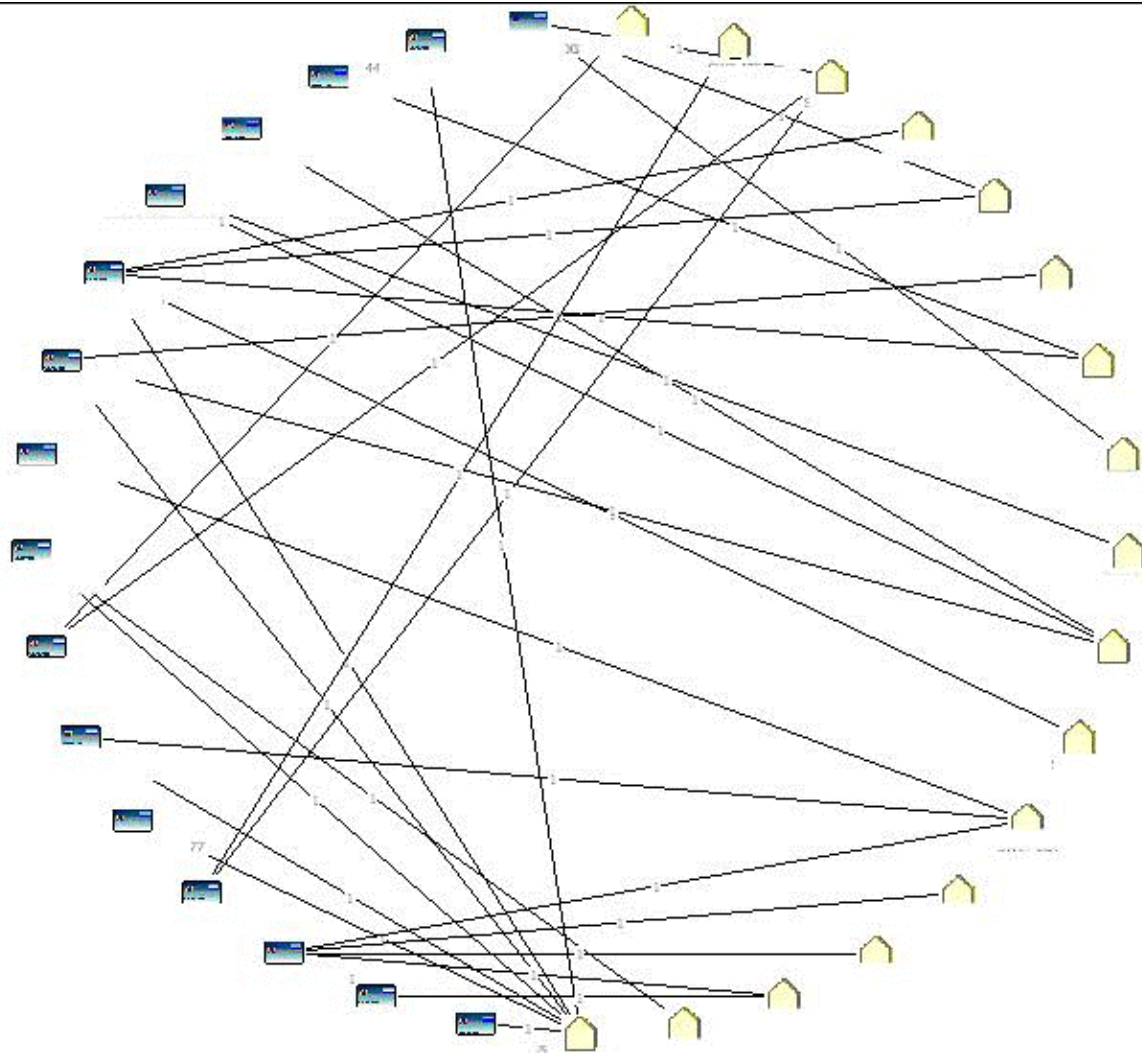


Where did we start?

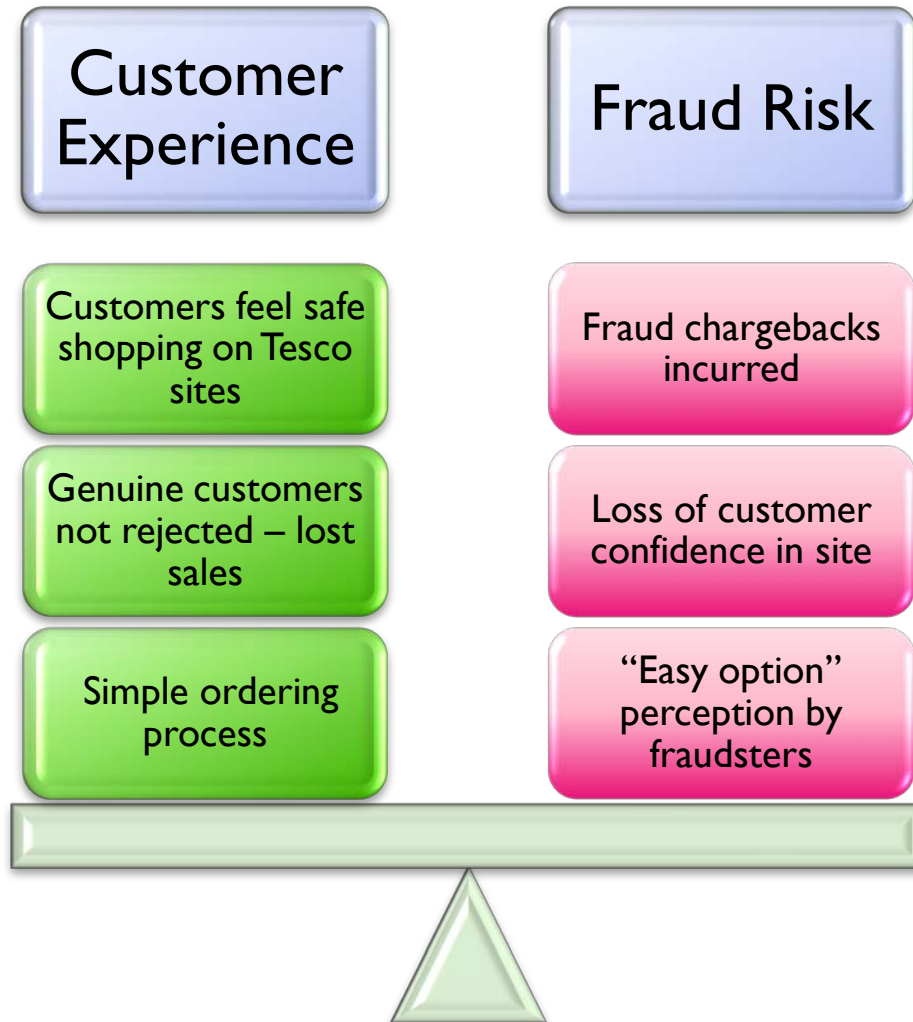
- Focus on the quick wins
- Identify key stakeholders
- Create a development plan
- Identify resources needed
- Determine measures of success



What did we discover?

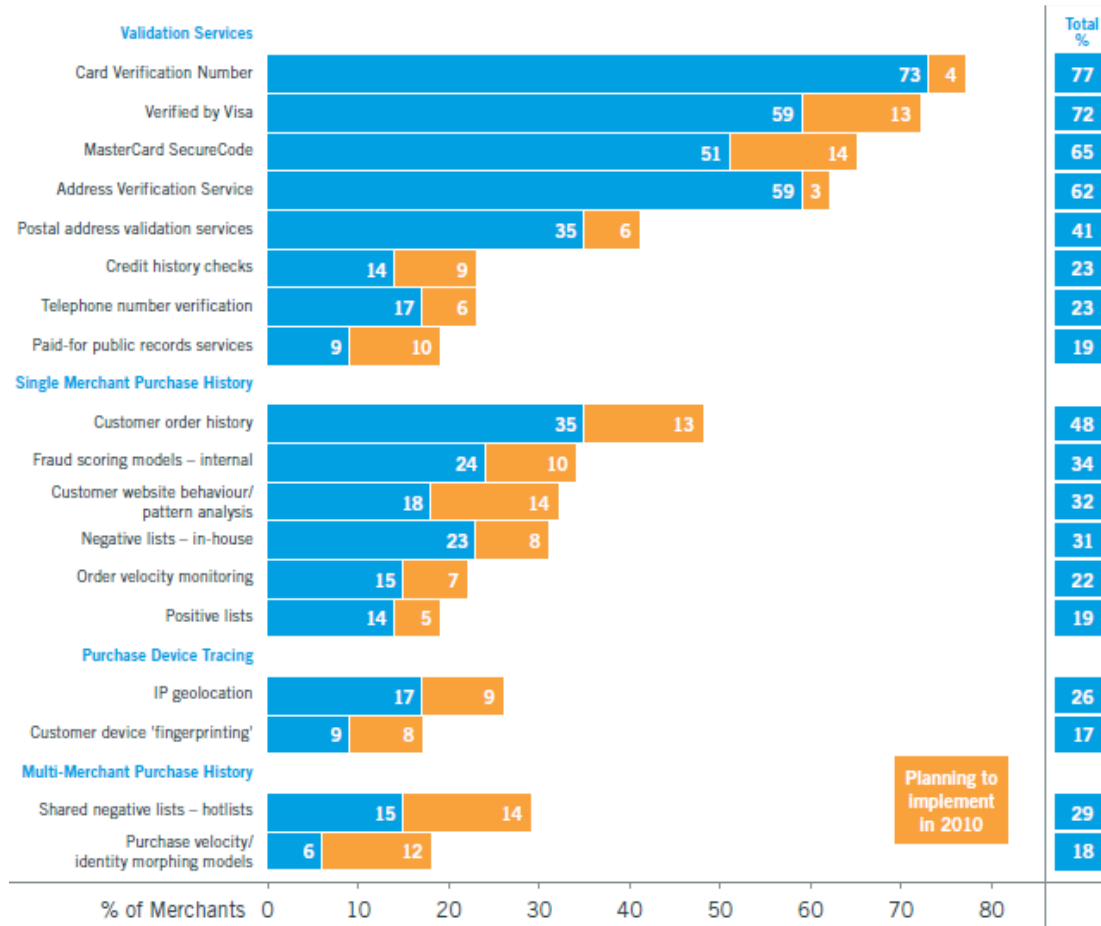


Balance is vital



What can we do about it?

Automated Fraud Detection Tool Current Usage and Plans



Planning to Implement in 2010

% of Merchants 0 10 20 30 40 50 60 70 80

Source: Cybersource UK Online Fraud report 2010

What can we do about it?

- But beware of automation – You will always need the human touch

Google translate

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nid wyf yn y swyddfa ar hyn o bryd. Anfonwch unrhyw waith i'w gyfieithu

Translate from: Welsh

Translate into: English

Translate

Welsh to English translation

I am not in the office at this time. Please send any work to be translated



Ongoing analysis is vital

- Holes will appear and grow if undetected
- Too many holes cause performance to decline
- Use existing tools effectively to plug holes
- Keep up with new technologies to get ahead of the game
- See fraud prevention as ongoing journey, not something to be developed and then left

When is the journey over?

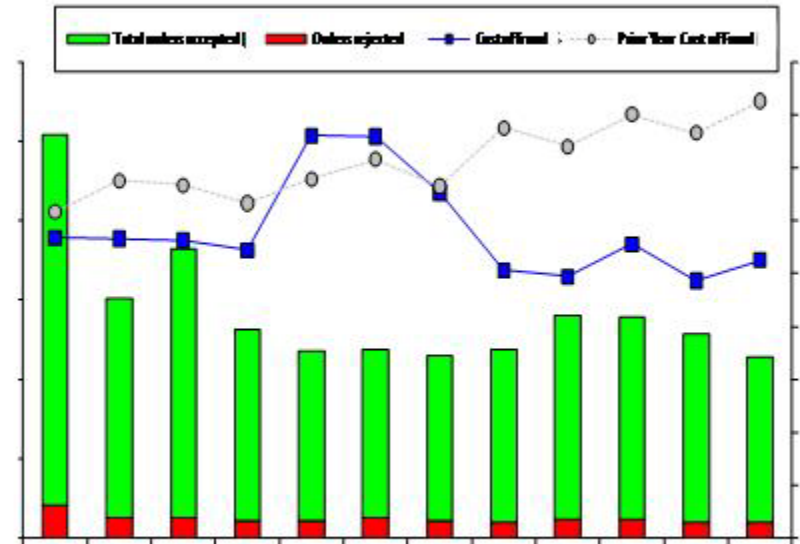
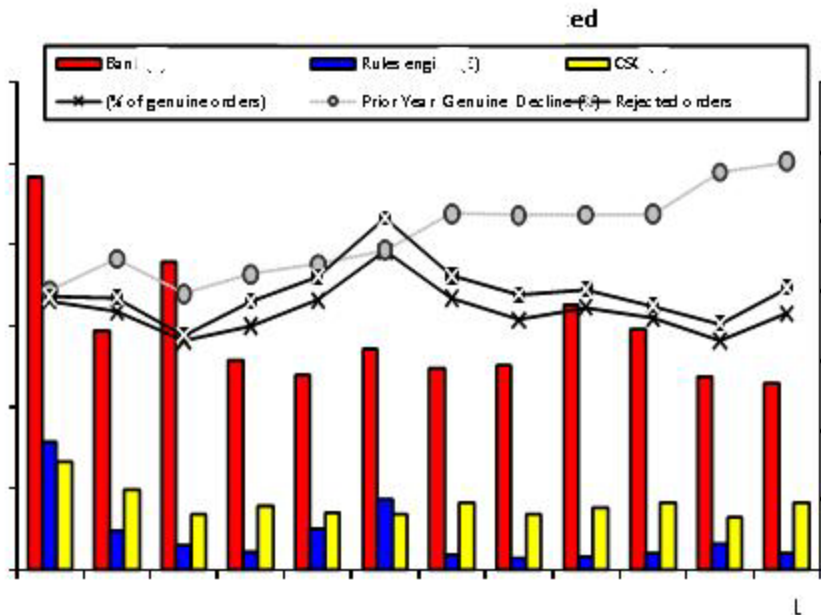


Expect the
unexpected

Keeping in control of your journey



- Know what KPIs you are aiming for
 - Zero fraud target will mean lost business
 - KPIs need to reflect your balance



Illustrative data only

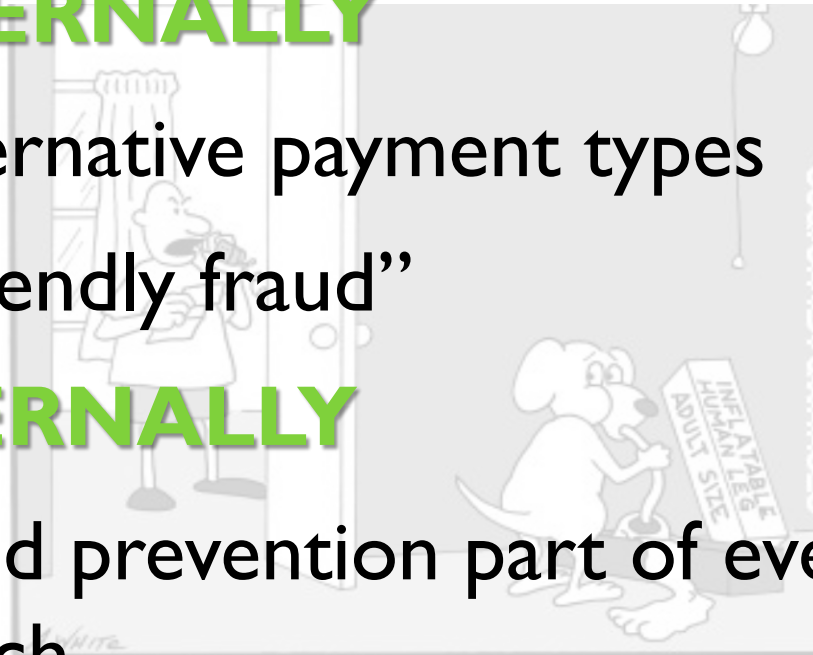
There is always something new to deal with...

EXTERNALLY

- Alternative payment types
- “Friendly fraud”

INTERNALLY

- Fraud prevention part of every website launch
- Changing business processes



"That's right! I want to contest an unauthorized charge to my credit card!"

Our journey so far...

