

Credorax restores approval rates for travel merchant by contacting UK issuer

+50K

Increase in monthly volume

+16%

Increase in approval rate

OPTIMISATION:

Communication with issuer

The Challenge

As part of its value-added customer data analysis service, Credorax noticed that one of its merchants, a leading Travel company, was experiencing a 30% decrease in approval rates with UK issuer, Nationwide Building Society.

How We Helped

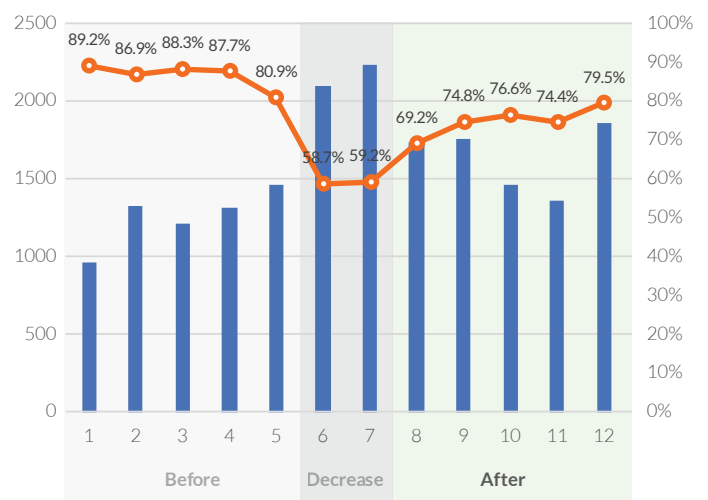
We approached the issuer and understood that transactions were being declined due to newly adjusted potential fraud rules. After many discussions, the issuer agreed to refine some of those rules in order to help combat the problem.

The Result

Following refinement of the fraud rules, the merchant's approval rate increased +17% to ~75% and kept increasing gradually to ~79%.

Approval Rates

Travel merchant/issuer



Cool Fact

Credorax has a dedicated Issuer Liaison Team known-in-house as the 'Issuer whisperers'!

Contact us today:

UK: +44.20.3608.1288 EU: +356.2778.0115 US: +1.617.715.1977

grow@credorax.com | www.credorax.com