



**EQUIFAX®**

# Kount Command

## *A fraud solution that increases revenue*

Online consumerism has continued to grow rapidly post-covid, faster than many businesses may have anticipated. While this has presented huge opportunities, such as revenue growth, entry to new markets and new customers, it has also added additional pain, due to the corresponding rise in criminal fraud attacks, regulations that increase customer friction and basket dropouts, and increase in chargebacks and friendly fraud.

Equifax, powered by Kount Solutions, offers an award winning AI digital fraud protection solution that delivers accurate identity trust decisions in milliseconds. Through Kount Command merchants have access to a simple dashboard where they can create and maintain rules and policies that stop fraudulent orders before they're shipped, have a comprehensive view of transactions to empower quick and confident decision making, and through smart automation reduce the need for manual review, reducing team overhead costs.



Block new  
account fraud



Curb coupon and  
promo abuse



Eliminate e-gift  
card fraud



Stop digital  
payments fraud



End BOPIS  
fraud

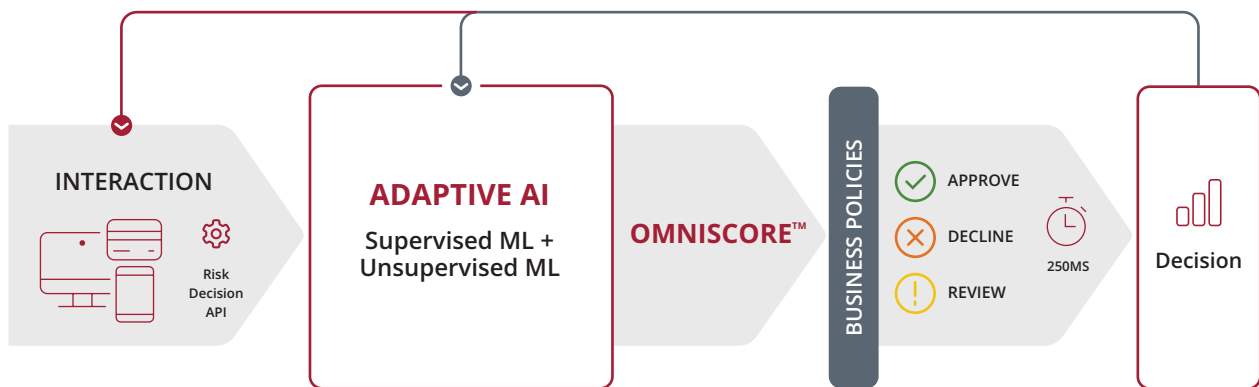


Get chargeback  
protection

## Adaptive AI and Machine Learning

Kount Command AI technology analyses billions of historical transactions to look for signals that have predicted fraud in the past. It produces an Omniscore™, which is the actionable transaction safety rating that merchants can use to immediately approve high-trust interactions, decline low-trust interactions, or review anything in between. The result is fewer false positives and negatives, and more good transactions to generate revenue.

By using machine learning to set rules and automate approve and decline decisions, merchants can detect emerging fraud attacks before they take place, avoiding them turning into chargebacks. They can also customise and fine-tune their risk thresholds to achieve desired business outcomes: decline rates, fraud rates and fraud operation costs to drive greater scalability for their fraud operations teams.

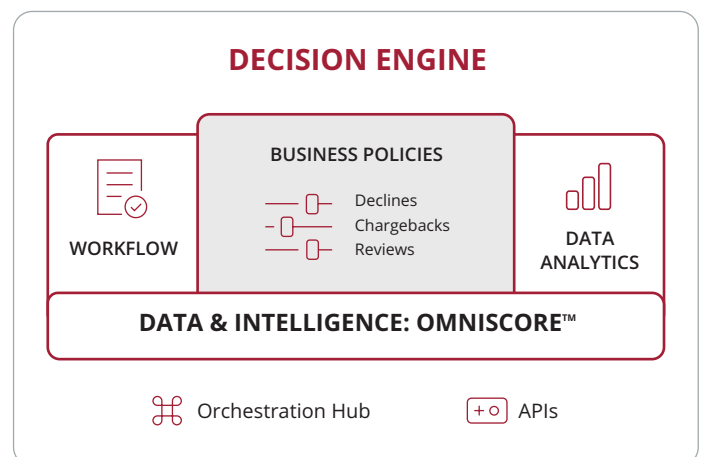


## How can you benefit from using Kount Command?

A leading online electronics and wireless retailer, operating across 600 locations were relying on manual reviews of every single order. As sales grew, the company required a more efficient method to stop fraud. After deploying Kount they saw a dramatic reduction in their fraud rates, with sales still continuing to grow. They reduced their chargeback rate from 0.8% to 0.45%, cut in half the number of manual reviews from 18% to 9%, and significantly reduced the time spent on each manual review by 40-50%.

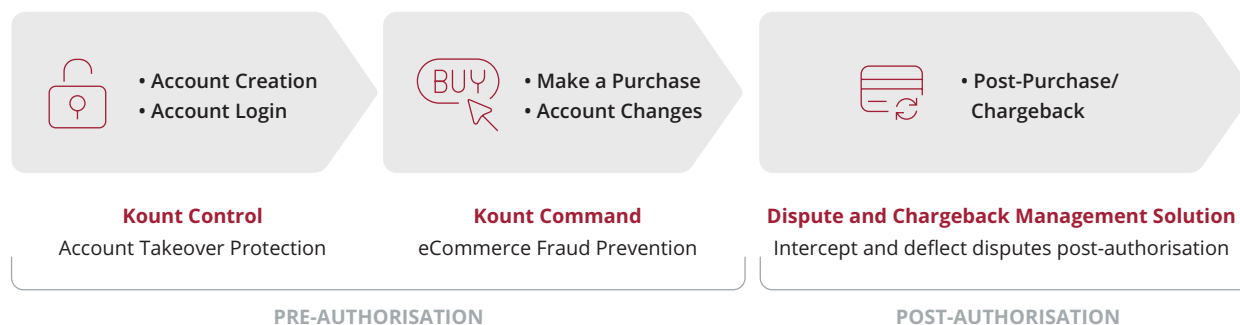
## Customise policies from the fraud control platform

Kount Command is a fully integratable solution that works across several marketplaces including Salesforce, Magento and Shopify plus others, offering a quick and painless integration process. The rules and policies are customisable to meet your unique business needs, so you can fine-tune your fraud prevention strategies and set risk thresholds to address emerging attack methods and new use cases. You can investigate customer activity and be notified of any concerns that could impact customer experience, and identify the reason for the decision outcome, all whilst monitoring performance from one place.



## We're here to help

Please contact your account manager or reach out today, and we can discuss your payment journey and how we can help. As part of our Equifax portfolio we offer Kount Control, an account takeover protection solution and Dispute and Chargeback Management Solution, which enables merchants to act on customer disputes and stop chargebacks. Bringing together both ends of the payment journey along with Kount Command, to offer full protection during pre-authorisation and post-authorisation stages.



**For more information on Equifax Fraud solutions powered by Kount, please contact your Account Manager.**

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