The Situation

When it came to fraud management, Everlast was bogged down in manual processes and lacked the resources to scale for peak season. Relying on a third-party tool and Google searches for fraud management, Everlast was manually reviewing 100 percent of its orders. The only exceptions were orders with no CVV matches, which were automatically canceled. Order reviews were handled by one analyst, Monday through Friday from 7a.m. to 4p.m. creating a backlog of orders and a delay in order processing.

In addition, the company had no way to sort orders using multiple data points such as ship method, order value, etc. to escalate priority orders. All orders were manually reviewed by time stamp using a FIFO methodology. Manual reviews consisted of verifying the authorization, googling the billing address and/or phone number, and depending on the daily order volume, searching historical transaction data to confirm a match to the cardholder. In the end, Everlast’s conversion rate was suffering. It also received 2 to 5 chargebacks per day, but relied solely on proof of delivery as evidence to dispute the chargebacks.

As a whole, Everlast’s fraud management processes were causing a significant loss in eCommerce revenue, a negative impact to its interchange rates, and unnecessary friction for its customers.

The Radial Solution

Realizing it needed to make changes particularly with EMV looming, Everlast partnered with Radial for not only fraud management, but also payments and taxes. Radial’s fully outsourced Payments, Tax and Fraud services delivered dramatic improvements. The burden of managing payment processing and the complexity of global taxes, duties and fees are completely eliminated. Customer orders are now being processed and screened 24 x 7 x 365 days a year. Manual reviews, which are performed by expert Radial review analysts, have decreased nearly 83 percent and top line revenue is up more than 8 percent.

Everlast also benefits from Radial’s sophisticated machine learning and cache of billions of historical transaction records to instantly decision good orders while holding only the riskiest for manual review. A dedicated team of Radial chargeback analysts manage the entire chargeback process from retrieval to
arbitration. Not only does Everlast no longer have to manage chargebacks, it no longer has the financial burden. Its previous chargeback rate of 2.5 percent is now zero as Radial assumes full liability for all chargebacks. Less we forget the fraudsters, they’re frustrated—Everlast’s fraud attack rate is down more than 62 percent with Radial.

“We were looking for a solution that streamlines labor intensive manual reviews and scales to meet peak requirements,” stated Mark Hunter, CFO & EVP of Operations at Everlast. “Radial has sophisticated fraud screening technology that minimizes the number of unapproved orders and time held in review, plus, dedicated fraud experts that are 100 percent focused on fraud analysis and order conversion. Blending cutting-edge technology with rigorous expert analysis translates into higher approval rates and less friction, establishing the right balance for us and our customers any time of the year.”

The Results

- 8.13% increase in conversions
- 83% decrease in manual reviews
- 62.22% decrease in fraud attack rates
- Zero fraud liability

About Everlast

The preeminent brand in boxing since 1910, Everlast is the world’s leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment. From legendary champions Jack Dempsey and Sugar Ray Robinson to current superstars Benson Henderson and Canelo Alvarez, Everlast is the brand of choice for generations of world champion professional athletes. Built on a brand heritage of strength, dedication, individuality and authenticity, Everlast is a necessary part of the lives of countless champions. Based in Manhattan, Everlast’s products are sold across more than 75 countries and 6 continents.

About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial’s technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud, payments, and tax systems and personalized customer care services. Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how we work with you at www.radial.com.