

TaylorMade Golf Company Stymies Fraudsters with Radial Fraud Zero and Increases Order Conversions by 13 Percent



THE RESULTS

- 99.5% order approval rate
- Nearly 40% decrease in chargebacks
- 1.5 headcount resources freed up to focus on service and finance
- Zero fraud liability

“With more orders getting approved and no fraud liability, we are increasing our revenue while freeing up headcount to focus on other initiatives. Choosing Radial to protect us from fraud only had an upside for us, and Radial delivered on everything it said it would.”

Matt Kneller, Director of eCommerce at TaylorMade Golf Company

THE SITUATION

TaylorMade Golf Company has a growing direct-to-consumer business where average order values (AOVs) are high due to the nature of its top-of-the-line golf products. With customers making a highly considered purchase, creating a frictionless purchase experience is vital. Equally important, is preventing fraudulent purchases. Finding a balance proved challenging.

TaylorMade worked with a third-party vendor to set up its fraud rules and relied on the vendor’s risk analyst to manage the rules. For orders held for manual review, TaylorMade leveraged one or two of its own customer service representatives to manage the fraud review queue, releasing orders when warranted, or canceling orders that failed the manual fraud checks. The combination of a one-size-fits-all rules engine and dual purposed customer service representatives, resulted in an order approval rate that hovered between 88 and 89 percent. On the backend, TaylorMade’s finance department was tasked with managing chargebacks, which caused resource constraints for the team.

Matt Kneller, Director of eCommerce at TaylorMade Golf Company explains. “Based on the nature of the products we sell, which are highly personalized, TaylorMade didn’t have all of the necessary resources to support a direct-to-consumer business as it relates to fraud management. Our customer service representatives were double teaming as manual review analysts and our coverage was limited to a standard Monday through Friday work week, which created bottlenecks in the fraud queue and friction for our customers. Plus, we had limited resources to respond to chargebacks. We were also relying on our fraud management vendor to manage our rule set, but what we found is that their standard rule set may be fine for more consumable items, it wasn’t adequate for our business. Our order approval rate was too low and we were losing revenue not just in order conversions, but also in chargebacks. We knew it was time for a change.”

THE SOLUTION

TaylorMade partnered with Radial to outsource fraud management by leveraging Radial Fraud Zero technology and services to handle every aspect of protection including: a rule set customized to meet TaylorMade's business requirements, Radial fraud experts to conduct manual reviews and manage chargebacks, and Radial's zero fraud liability guarantee to mitigate risk.

After a straight forward implementation that didn't require any modifications to TaylorMade's eCommerce platform, TaylorMade is now realizing a 99.5 percent order approval rate (more than a 13 percent lift in order conversions over its previous solution). It has saved the equivalent of 1.5 persons in labor resources, freeing its finance and customer service representatives to focus on the job they were hired to do. Chargebacks are down nearly 40 percent and are being responded to by Radial's experienced chargeback team. Perhaps most importantly, TaylorMade's customers are enjoying a frictionless experience.

"We were looking for a trustworthy partner we could rely on and a leader in fraud prevention," said Keller. "We knew a lot of big brands trust their business to Radial and that was meaningful to us. Radial also committed to an order approval rate that was significantly higher than our previous solution, and it has actually exceeded that commitment. Plus, the safety net of knowing if a fraudulent order gets through after Radial approves it, Radial covers the cost of the goods sold. That's was even more reassuring especially considering our high AOV. With more orders getting approved and no fraud liability, we are increasing our revenue while freeing up headcount to focus on other initiatives. Choosing Radial to protect us from fraud only had an upside for us, and Radial delivered on everything it said it would."



About Radial Payments & Fraud Protection

Radial brings more than 15 years of experience and 24x7x365 resources that work in concert and adjust in real time to ensure cyber criminals don't get the upper hand. We are committed to our clients' success including indemnifying fraud – even for high-risk markets – and only charging for approved orders. Flexible options allow merchants to leverage the solutions that best meet the needs of their organization whether it's for complete fraud management for all orders, fraud management for high-risk orders only, or a risk rating to supplement a merchant's existing tool set. We are obsessed with fraud so merchants don't have to be.



About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment with industry-leading innovative products.