

# 5 Top Peak Season Fraud Management Tips

Are you ready to manage fraud during the peak season?

Here are 5 top peak season tips to help you better protect your business from fraudulent online purchases while offering a frictionless customer shopping experience.



1

## Know Your Merchandising Strategy And Focus On Your High-Value Items

Understand what new featured products and services will be released and what special promotions you will be running, and implement rules that monitor online purchases of your high-value products.



2

## Be Efficient

Make sure your staff is adequately prepared and trained to handle the influx of orders, and utilize automation to streamline your review process.



3

## Convenience Vs. Security

What level of fraud are you willing to tolerate in relation to how your fraud management systems will affect the customer experience? Use transaction history to refine your fraud rules, including your mobile-specific rules.



4

## Understand Your Consumer Behavior

Understand your customers' peak season shopping patterns and introduce season-specific fraud rules based on customer order and device patterns.



5

## Be Cautious Of Account Takeover

Protect customer accounts from account takeover – monitor suspicious behavior at account creation, login and update stages of interaction.



**Remember, it is a year-long planning process, so start the planning process even earlier than you think is necessary. If you need help, reach out to our fraud management experts as you begin to prepare and plan for peak season.**