

CASE STUDY

L'OCCITANE Increases Approvals and Optimizes Efficiency

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Chargeback and heavy operation due to the manual process were pain points prior to Forter, especially chargebacks — which became zero at the same time as achieving full automation thanks to Forter. Now we are able to apply the operational resources used for manual processes to other meaningful tasks.”

**- Head of Technology and Digital,
L'OCCITANE JAPON**

THE CHALLENGE

L'OCCITANE JAPON is a leading international manufacturer and retailer of sustainable beauty and wellness products, operating in 90 countries worldwide and has 3,000 retail outlets including 1,500 of its own stores. When chargebacks started to impact overall profit, L'OCCITANE JAPON integrated an internal

rule-based filter alongside a manual review process, resulting in a “vicious cycle” of having to rely on experienced staff to detect fraud. Because of the speed at which the manual review process would take place, it also complicated the return process, costing time in addition to money.



THE SOLUTION

Previously, it was impossible to forecast how much and how often chargebacks would occur – causing targets to be missed. Now, thanks to a partnership with Forter, L'OCCITANE JAPON was able to fully automate the decision making process, allowing the manual review team to shift to

other priorities and projects previously not prioritized due to time and resource constraints. And with Forter's Chargeback guarantee, L'OCCITANE JAPON was able to get out of the vicious cycle and start making decisions based on accurate forecasting.

THE RESULTS

Approvals



Approval
rate increased
to over **99%**

Operations



Elimination of
manual reviews
gives teams more
time to ensure
customers are
happy with the
brand experience

Chargebacks



Chargebacks
reduced to
nearly **0%**



Chargeback fraud was greatly reduced
and our operations were fully automated.
At the same time, we were able to
increase transaction approval rates and
improve sales.”

**- Head of Technology and Digital,
L'OCCITANE JAPON**





About Forter

Digital commerce is built on trust. Without trust, businesses are leaving millions of dollars on the table. At Forter, we know that building trust (and your bottom line) means more than just blocking fraud. It means protecting the entire customer journey — from account creation to checkout and returns. Forter makes the most accurate, real-time decisions about every digital interaction, powered by the largest network of online retailers. Our Trust Platform makes decisions on more than \$300B in transactions annually for some of the world's digital commerce leaders, such as Priceline, Nordstrom, eBay, HelloFresh, and more.

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