Preventing Chargebacks

There are ways for you to be able to lower risk of chargebacks, we have listed these for below;

Clear Transaction Descriptions: Ensure that your business name and transaction details are clearly displayed on cardholder statements to reduce confusion.

Transparent Policies: Provide clear return and refund policies on your website to set expectations for the cardholder before they make a purchase.

Effective Customer Service: Address cardholder inquiries and complaints promptly to resolve issues before they escalate to chargebacks.

Order Confirmation Emails: Send confirmation emails with transaction details immediately after a purchase to keep the cardholder informed.

Require Verification for High-Value Transactions: Implement additional verification steps for larger purchases, ask for copies of the customers driving licence or passport so you can validate that the person is who they say they are.

Educate Cardholders: Provide information on how to identify legitimate charges on their statements to reduce confusion.

Track Deliveries: Use tracking numbers for shipments and send notifications to the cardholder about their delivery status.

Maintain Good Record Keeping: Keep comprehensive records of all transactions, including receipts and communication, to support any disputes.

Use Recurring Payment Notifications: For subscription services, send reminders before charges are made to reduce unexpected payments.

Engage with the Cardholder Post-Purchase: Follow up with the cardholder after their purchase to ensure satisfaction and address any issues before they consider a chargeback.

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