

# 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.

---

Revision #5

Created 21 October 2024 08:15:08 by Verofy® Support

Updated 21 October 2024 13:36:20 by Verofy® Support