

**SERTIFI WEBINAR**

# Tips for Preparing Your Chargeback Rebuttal and Winning Your Case



**Sertifi**



# Meet Your Sertifi Hosts



**Jennifer Ferrell**

Enterprise Payments Consultant



**Dave Jenkins**

Enterprise Payments Manager

# Sertifi Credit Card Authorizations

## Criminal Fraud Prevention

### ✓ Detect Fraud Early

AI-powered advanced fraud tools verify cards submitted via a digital authorization form. Use a risk analysis to decide whether to proceed with the provided card.

### ✓ Enhance PCI Compliance

Keep information safe with PCI Level 1, SOC 1 Type 2 and SOC 2 Type 2 compliancy.

“Our fraudulent charges have almost disappeared completely. Plus, Sertifi is fast and easy to use, and we have had no complaints from our guests at all.”

**GENERAL MANAGER  
HILTON GARDEN INN**

### Select Service Example

**\$174.16**

average monthly  
chargeback fee

**\$682.50**

typical annual  
Sertifi subscription

**\$2,090.00**

annual loss  
toward chargebacks

**\$3,338.00**

annual savings  
with Sertifi

# Sertifi Payments & e-Signatures

First Party Fraud Prevention

## ✓ Accelerate Event & Group Revenue

Conveniently, securely capture card and ACH payments alongside a contract e-signature.

## ✓ Protect Real-Time Transactions

Enable best practices that help you reduce your risk of declines and chargebacks.

## PROCESSING WITH SERTIFIPAY, SERTIFI'S PROPRIETARY PROCESSOR?

Unlock our team of experts with a collective 85+ years of experience, who directly consult with you to:

- Trim your fees.
- Reduce your chargeback risk.
- Successfully dispute chargebacks.

Online fraud is more than  
**7x the amount**  
of card present fraud



# 27% of customer calls

for disputing a charge end up with the customer realizing they made the purchase

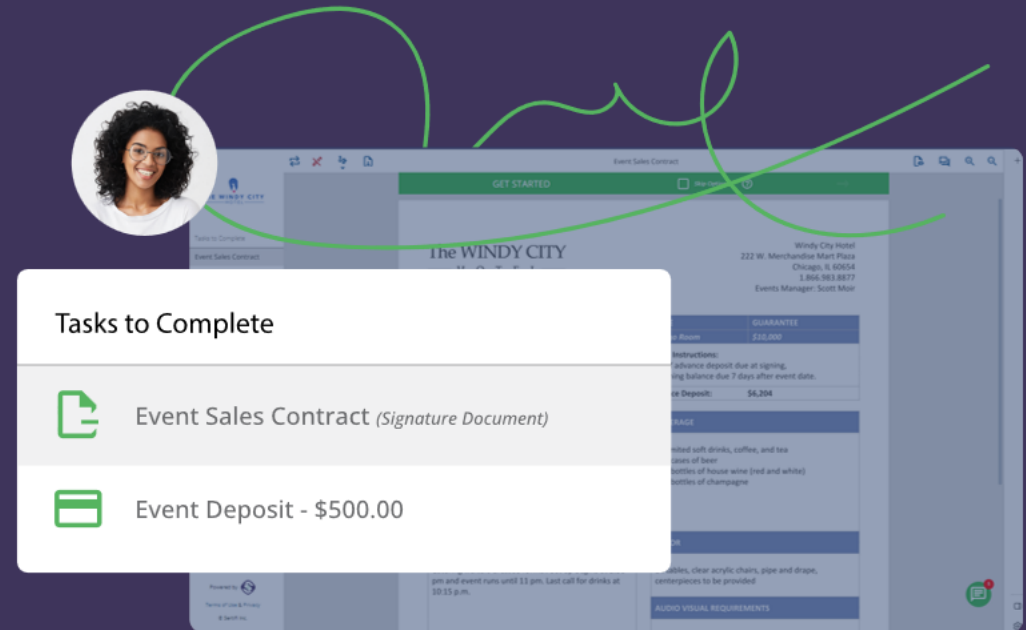
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- Friendly fraud account for **75% of all chargebacks**
- **50% of cardholders** who successfully **commit friendly fraud** will do it **again within 60 days**



# CHARGEBACK PREVENTION Best Practices

- ✓ Link to terms and conditions from authorization forms and contracts
- ✓ Link a **contract or invoice** with payment requests
- ✓ Ensure **cancellation policies** are included
- ✓ Include **payment amounts/schedules** in signing documents
- ✓ Ensure the **cardholder is signing** the document



# CHARGEBACK PREVENTION

## Minimize Card-On-File Transactions

### Merchant-Initiated Transactions

- Card-on-file
- Higher cost
- Processed without cardholder
- Not tied to a document

**LOW** Chargeback Defense

### Cardholder-Initiated Transactions

- Completed by cardholder
- Includes CVV
- Tied to contract and policies
- Eligible for 3-D Secure

**HIGH** Chargeback Defense



Using SertifiPay? We'll handle chargeback disputes for you.



# Dispute Scenarios

# Won with Early Fraud Warnings



## Amount Disputed & Retained: 3x totaling \$5,000

### DISPUTE

A hotel in Florida had a guest whose card was compromised separately from their event. The card issuer preemptively issued EFWs for the five deposit transactions processed from October through February.

### RESOLUTION

Sertifi notified the hotel and ultimately the guest stopped the EFWs before they turned into disputes. Funds were pulled, and no fines were levied.

# Lost – But There's a Catch (Literally)



**Amount Disputed: \$2,167.58 AUD**

## DISPUTE

A hotel in Brisbane Australia had an EFW for a third-party guest stay in early January 2024 from a deposit collected five days prior.

## RESOLUTION

An EFW was issued and Sertifi alerted the hotel immediately. The guest was still in the room, authorities were notified, and the thief was apprehended!

# Won with 3-D Secure



## Amount Disputed & Retained: \$3,948.51

### DISPUTE

The client didn't like an aspect of the event so wanted a complete refund. With 3DS turned on, they opted for a "merchandise not received" dispute type.

### RESOLUTION

Sertifi provided a copy of the signed contract with clear terms and details and a cardholder signature proving they signed off on what they'd receive.

# Handling Disputes

# The burden is on your business to prove:

1. The person who made the purchase owns the card and authorized the purchase.
2. The cardholder understood and accepted your Terms of Service and Cancellation / Refund policy at the time of purchase.
3. The services to be delivered were clearly detailed.
4. The services were rendered or available.

## Communicate with the Cardholder Early

- ✓ Save all email correspondence pre- and post-event
- ✓ Follow up via email after calls

## Aim to Solve Before the Bank Gets Involved

- ✓ Act fast with Early Fraud Warnings (EFWs), which alert you when a dispute has been initiated

# Crafting Your Response



## Dispute Components

- ✓ Present a clear and concise case
- ✓ Address the specific reason for the dispute
- ✓ Demonstrate that the dispute reason is not applicable or incorrect
- ✓ Compile the correct evidence

## Formatting

- ✓ Bulleted lists
- ✓ High resolution screenshots
- ✓ Circles, arrows, callout boxes
- ✓ Clear product descriptions

# Rebuttal Letter

**At the top, include details that will help the reader match your response to the chargeback you're challenging.**

**Visa Dispute  
VROL Case Number: 8765309  
Customer: Jethro Bodine  
Visa ending \*2345  
\$3156.27 USD**

July 11, 2024

To: Chargeback Processing Department



# Rebuttal Letter

**Use a professional salutation and courteous closing.**

July 11, 2024

To: Chargeback Processing Department

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Thank you for taking time to review this case.

Kindest Regards,  
The Windy City Hotel Customer Service Team

# Rebuttal Letter

**Help the readers understand the context of the transaction and the resulting dispute, as well as formally state what you want to happen — which is to overturn the dispute.**

Despite our customer-focused approach, Jethro Bodine has initiated a chargeback of \$3,156.27, citing Fraud 10.4. We firmly believe this dispute should be withdrawn, and the funds returned to The Windy City Hotel, as Jethro authorized the payment, making this a case of friendly fraud.

Below is a detailed timeline, including screenshots and documentation, proving Jethro Bodine authorized all charges for the event and hotel stay:

# Rebuttal Letter

**Reference how you provided your policies with the customer.**

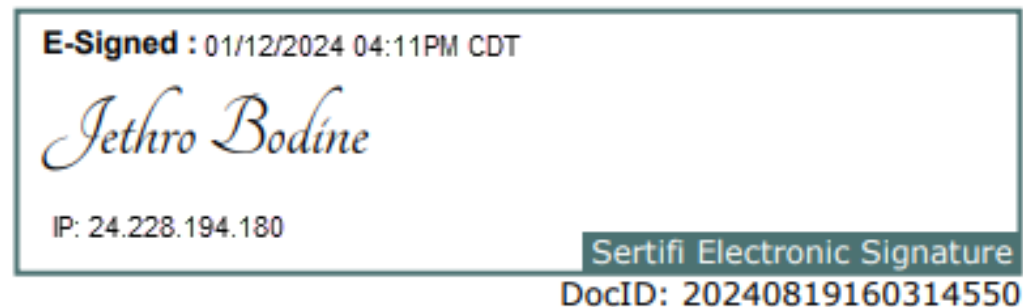
Jethro Bodine called the hotel to book his bachelor party on June 15, 2024. After finalizing details, he was sent a contract for signature, including terms, conditions, and a payment schedule. The total contract value was \$25,000, with three scheduled payments:

- \$5,000 deposit due immediately, paid January 12
- \$10,000 paid February 9
- \$10,000 paid June 11

# Rebuttal Letter

**Concisely explain the compelling evidence that is included in your dispute response and point out the particularly important elements.**

Screenshot - Jethro's electronic signature on the contract (attached as "Event Sales Contract").




# Rebuttal Letter

**Concisely explain the compelling evidence that is included in your dispute response and point out the particularly important elements.**

Screenshot - IP address matching Jethro's billing address in Hicksville, NY.

IP Details For: 24.228.194.180

Decimal:	417645236
Hostname:	ool-18e4c2b4.dyn.optonline.net
ASN:	6128
ISP:	Optimum Online
Services:	None detected
Assignment:	<a href="#">Likely Static IP</a>
Country:	United States
State/Region:	New York
City:	Hicksville



The map shows the New York City metropolitan area, including parts of New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Maryland, Delaware, and Virginia. A red pin is located in Hicksville, NY, which is highlighted in red on the map. The map includes a zoom control (+/-) and the text 'Leaflet | © OpenStreetMap Terms' at the bottom right.

# Rebuttal Letter

**Concisely explain the compelling evidence that is included in your dispute response and point out the particularly important elements.**

**Sunday January 12, 2024**

Jethro completed the initial deposit of \$5,000, which remains undisputed.

**Friday February 9, 2024**

Jethro completed the second payment of \$10,000, which remains undisputed.

**Tuesday June 11, 2024**

Jethro completed the third payment for \$10,000, which remains undisputed.

# Rebuttal Letter

**Mention that you would have been willing to work with the customer directly if given the opportunity.**

The attached evidence clearly demonstrates that the claims made in the dispute are baseless and should meet Visa's Compelling Evidence 3.0 requirements. **We would have gladly resolved any issues with Jethro directly, but he did not give us that opportunity. We request that the disputed funds be reversed.** If not, Jethro would be receiving additional services and products for free, which is essentially theft.



**Visa Dispute**  
**VROL Case Number: 8765309**  
**Customer: Jethro Bodine**  
**Visa ending \*2345**  
**\$3156.27 USD**

July 11, 2024

To: Chargeback Processing Department

[The Windy City Hotel](#) is a small boutique property that prides itself on offering a range of services tailored to our guests' needs. Through our website, customers can preview guest rooms, event spaces, menus, book spa treatments, or cabanas. We are dedicated to accommodating special requests and ensuring complete guest satisfaction.

Despite our customer-focused approach, Jethro Bodine has initiated a chargeback of \$3,156.27, citing Fraud 10.4. We firmly believe this dispute should be withdrawn, and the funds returned to The Windy City Hotel, as Jethro authorized the payment, making this a case of friendly fraud.

Below is a detailed timeline, including screenshots and documentation, proving Jethro Bodine authorized all charges for the event and hotel stay:

#### Sunday January 12, 2024

Jethro Bodine called the hotel to book his bachelor party on June 15, 2024. After finalizing details, he was sent a contract for signature, including terms, conditions, and a payment schedule. The total contract value was \$25,000, with three scheduled payments:

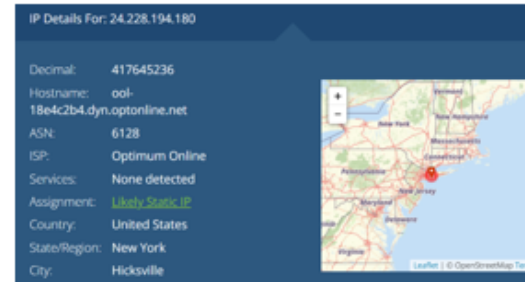
- \$5,000 deposit due immediately, paid January 12
- \$10,000 paid February 9
- \$10,000 paid June 11
  
- Screenshot - The initial \$5,000 deposit, authenticated by 3D Secure with AVS matched.

FOLDER CONTENTS (5)					
Status	Type	Name	Action	Approval	
Signed	D	Event Sales Contract	ⓘ		
CD	Paid - Credit Card	Initial deposit- \$5,000.00 (Due: 01/12/2024)	ⓘ	AVS ✓	3DS ✓

- Screenshot - Jethro's electronic signature on the contract (attached as "Event Sales Contract").



- Screenshot - IP address matching Jethro's billing address in Hicksville, NY.



#### Sunday January 12, 2024

Jethro completed the initial deposit of \$5,000, which remains undisputed.

#### Friday February 9, 2024

Jethro completed the second payment of \$10,000, which remains undisputed.

#### Tuesday June 11, 2024

Jethro completed the third payment for \$10,000, which remains undisputed.

#### Monday June 17, 2024

The card on file was charged for additional amenities during the event. The itemized receipt is attached as "Hotel Folio Receipt."

The attached evidence clearly demonstrates that the claims made in the dispute are baseless and should meet Visa's Compelling Evidence 3.0 requirements. We would have gladly resolved any issues with Jethro directly, but he did not give us that opportunity. We request that the disputed funds be reversed. If not, Jethro would be receiving additional services and products for free, which is essentially theft.

Thank you for taking time to review this case.

Kindest Regards,  
The Windy City Hotel Customer Service Team

800-555-1234  
1 Public Square  
Chicago, IL 10001

#### Supplemental Compelling Evidence included:

1. BEO Contract
2. Hotel Folio Receipt







You'll want to provide any proof of transaction legitimacy and that the cardholder was aware of what they were being charged for.

- ✓ A copy of the transaction receipt or order form
- ✓ Copies of communications
- ✓ Evidence that proves the transaction was approved and authorized by the cardholder
- ✓ Proof the cardholder was authenticated with [3-D Secure](#)
- ✓ A copy of your refund policy (and proof it was shared before a transaction is made)

# POLL

Are you interested in learning more about Sertifi solutions?

# Questions?

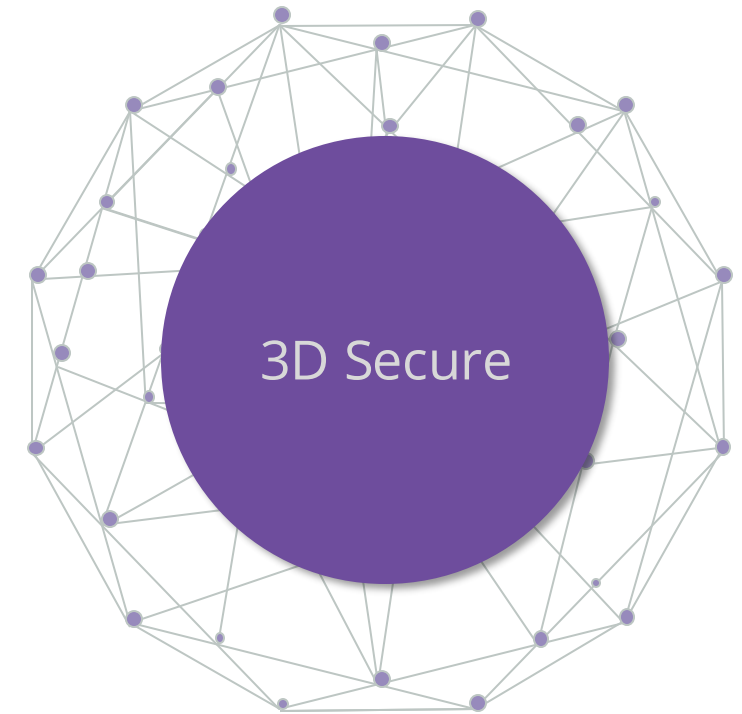
# Appendix

# 3D Secure



**3D Secure** provides an additional authentication layer that helps prevent unauthorized eCommerce transactions and protects merchant customers from card not present, eCommerce-related fraud. In doing so, the **fraudulent liability shifts** from the merchant customer to the cardholder and the card issuing bank.

**3D Secure** promotes **frictionless cardholder authentication** during the online checkout process.



# The Dispute Process



## Dispute Created

- A *dispute* is created, delivered to the Merchant.
- Dispute fee is *debited* from account balance.
- Disputed amount is *refunded* to cardholder.

## Customer Outreach

In parallel, the platform should reach out and encourage the customer to *withdraw* the dispute.

## Evidence Submission

- If you deem that the charge is valid, **submit evidence** to prove the charge is legitimate.
- If no evidence is submitted, the dispute closes automatically.

## Bank Decision

- If evidence is deemed **sufficient**, the charge amount is *credited* back to the Merchant. (Dispute fees/penalties are not returned even if we win.)
- If evidence is deemed **insufficient**, dispute fee & amount are *not returned* to the Merchant.
- The decision is the bank's alone and the outcome is *final*.

# Recommended Evidence by Dispute Category

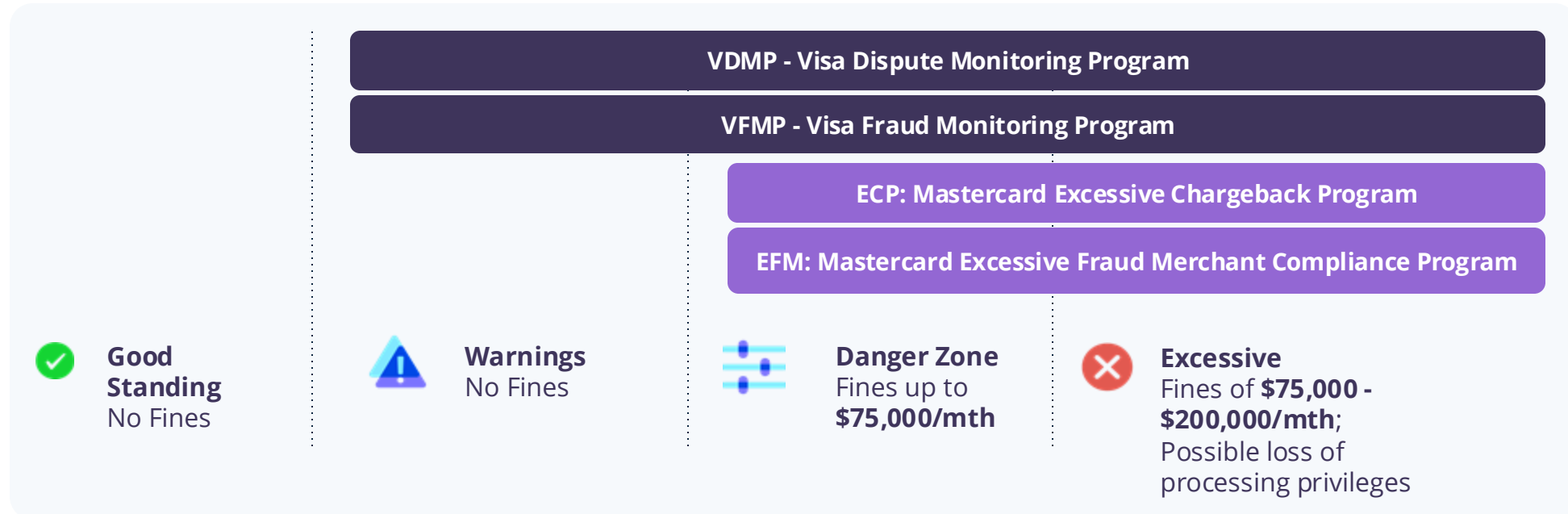


<b>DISPUTE CATEGORY</b>	<b>TO WIN, PROVE THE FOLLOWING:</b>
<b>FRAUDULENT</b>	The rightful cardholder made the purchase, and that they made it willingly and knowingly from you. <i>(Email or other communications with the cardholder, contract signed by the cardholder)</i>
<b>CREDIT NOT PROCESSED</b>	The rightful cardholder acknowledged the refund policy before making their purchase. <i>(Communications with the cardholder, contract signed by cardholder)</i>
<b>UNRECOGNIZED</b>	The rightful cardholder made the purchase and that they made it willingly and knowingly from you.
<b>GENERAL</b>	The rightful cardholder intended to make the purchase and is not entitled to credit as much evidence as you have available.
<b>PRODUCT NOT RECEIVED</b>	The reservation was honored and contracted services were rendered
<b>DUPLICATE</b>	The two charges are for distinct transactions, or that credit has been processed on one of the charges.
<b>PRODUCT UNACCEPTABLE</b>	The services provided were as described in the contract

# Card Brand Monitoring Programs




- Card Brand Monitoring Programs are programs designed by the Card Brands (e.g. Visa, Mastercard) to identify, monitor, and potentially penalize merchants with excessive levels of fraud or disputes.
- Networks believe these programs can improve cardholder experience through exerting ecosystem-wide pressure to reduce disputes.






# Thresholds for Monitoring Programs



	Early Warning	Standard	Excessive
<b>VDMP - Visa Dispute Monitoring Program</b>			
<b>Dispute Count</b>	75 / month	100 / month	1,000 / month
<b>Dispute Rate [0]</b>	0.65% / month	0.90% / month	1.80% / month
<b>VFMP - Visa Fraud Monitoring Program</b>			
<b>Fraud Volume</b>	\$50,000 USD / month	\$75,000 USD / month	\$250,000 USD / month
<b>Fraud Rate [1]</b>	0.65% / month	0.90% / month	1.80% / month

	ECM - Excessive Chargeback Merchant	HECM - High Excessive Chargeback Merchant
<b>ECP: Mastercard Excessive Chargeback Program</b>		
<b>Dispute Count</b>	100-299 / month	300+ / month
<b>Chargeback Rate</b>	1.5%-2.99% / month	3% / month
<b>EFM: Mastercard Excessive Fraud Merchant Compliance Program</b>		
<p>EFM does not have levels. If you meet the following conditions, you are placed into the program:</p> <ul style="list-style-type: none"> <li>• 1,000+ e-commerce Mastercard payments/month</li> <li>• Net fraud volume greater than \$50,000 USD/month</li> <li>• Fraud chargeback rate greater than 0.50%/month</li> <li>• Total 3DS Mastercard payment volume is less than:</li> <li>• 10% of total Mastercard payment volume in non- regulated countries and 50% in regulated countries.</li> </ul>		

[0] Calculated as Dispute Count / Transaction Count [1] Calculated as Fraud Volume / Total Payment Volume