



Chargeback Preventing Measures

With the cost associated with chargebacks, businesses should take steps to protect themselves. Here are some simple steps that can help prevent chargebacks:

- ✓ **Respond Quickly**
Respond to retrieval requests and chargebacks promptly. Banks will simply process a chargeback if you don't respond to the dispute in the allotted time.
- ✓ **Clearly Post Return Policies**
Make it as easy as possible for customers to get customer service, and make the return policy clear at the time of the transaction. Many customers will go to a business to resolve a dispute first, only initiating the chargeback process if they cannot get assistance or a refund. **A direct refund only to the original card** is always less expensive than if a customer wins a chargeback. Do not process any other forms of refund and always contact BSP Digital Team for further assistance.
- ✓ **Swipe Cards When Possible**
Card-present businesses can prevent chargebacks by requiring that cards be swiped, and get a signature whenever possible. This makes it easier to prove that the cardholder is the one using the card.
- ✓ **Obtain CVV/CVC Codes**
Another suggestion to prevent fraud is to require customers to provide the 3 digit security code on the back of their card when ordering products online. This helps to ensure that the person using the card has the physical card in hand and has not stolen an account number.
- ✓ **Communicate**
Communicate with customers. If customers know the status of their orders, they will be less likely to dispute a charge.
- ✓ **Ensure Truth in Advertising**
Advertise honestly and have clear terms of service — these can prevent customers from disputing transactions because the product they purchased was not as described.
- ✓ **Avoid Technical Errors**
Take measures to avoid clerical or technical errors. Ensure that staff is properly trained and that there are refreshers if you change policies .

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