

CASE STUDY

Vesta

Vesta corporation raises transaction acceptance rate 10% with help from TruValidate Caller Authentication

“One of the most important success criteria our customers evaluate us on is our transaction acceptance rate. That criterion is as important today as it was when we started in 1995.”

Jonathan Le, Chief Risk and Data Officer at Vesta Corporation

Vesta was the first company to offer an integrated risk/payment solution that fully guaranteed accepted transactions, eliminating chargebacks and related fines and fees for its customers. Since pioneering guaranteed card-not-present (CNP) payment transactions for the telecommunications industry, Vesta has expanded its offerings to support all merchants selling goods and services online.

SCENARIO

Vesta's indemnified payments solution allows customers ranging from e-commerce to enterprise environments to reduce channel costs, fraud and operational costs inherent in the CNP space.

Vesta's customers — including a global leader in cross-border, cross-currency money movement — use Vesta's payment service to indemnify money transfers made over the phone. Vesta takes complete responsibility for the transfers.

STRATEGY

On behalf of its global money-movement customer, Vesta uses TruValidate™ Caller Authentication on a direct telephone number for money transfers to assess the risk of calls before they're answered.

This patented network forensic technology confirms that the calling and called numbers are engaged in a call, and that the routing of the call through the phone network matches expected patterns.



RESULTS

"We saw an opportunity in TruValidate Caller Authentication that an authenticated phone number would allow us to approve transactions we would otherwise decline, thus increasing our approval rate and bringing a revenue uplift to our customers," said Le. "TruValidate Caller Authentication takes the guesswork out of the decision process. That is important to our business. We would lose the value of an entire transaction if we made a wrong decision. TruValidate Caller Authentication definitely helps us to make better decisions in many situations.

"The beauty of TruValidate Caller Authentication is in its simplicity," Le added. "It tells you whether the caller is calling from the claimed phone number for the call. That said, in order for one to fully utilize Caller Authentication, one should look at both the positive authentication it brings as well as the negative risk warning it might indicate. One should absolutely make sure that both sides of the signal are being utilized. We have used Caller Authentication for a couple of years now. It has delivered the result we expected and increased our transaction acceptance rate by up to 10%."

INCREASE

10%

In **transaction**
acceptance rate

Learn more at:

transunion.com/truvalidate

