
Chargebacks: A cost of business you can manage and minimize



Chargebacks are a common concern most businesses face and are often simply considered a cost of doing business. While chargebacks can't be prevented, they can be minimized. We're here to help you understand the impacts chargebacks have on your business and provide guidance on how to reduce these expenses.

What is a chargeback?

A chargeback happens when a cardholder disputes a product, service, or subscription charged to their card.

A cardholder has the right to dispute a transaction if:

- They believe the transaction was fraudulent, invalid, or a duplicate.
- They did not receive the product or service they purchased.
- The agreed upon Terms and Conditions were not met.

How does a business respond to chargebacks?

Review your chargebacks to learn customers' concerns and to identify potential issues with your products, services, or refund policies. Also, identify and respond to unsubstantiated chargebacks to reclaim rightful revenue and avoid being a repeat target.

To respond to a chargeback:

1. Sign in to Commerce Control at commercecontrol.com.
2. Go to **Apps**, then select **Dispute Management**.
3. Review open disputes that require action.
4. Upload desired supporting documentation to the case.
5. Wait while it's reviewed/resolved by our Chargeback Response Center team. You can track the progress of your case in Commerce Control's Dispute Management App, or call our chargeback team at 1-800-281-6305.



Tips for reducing chargebacks

- Watch out for suspicious activity, such as different billing/shipping addresses.
- Process payments electronically with a chip reader whenever possible.
- Use clear payment descriptions to reduce customer confusion.
- Have clear purchase agreements and return/refund policies and ensure they are reviewed by the customers.
- Ensure proper authorization of transactions.
- Double check all sales totals to prevent clerical errors.
- Require the Card Verification Value (CVV) code and use the Address Verification Service (AVS) anytime you cannot verify a credit card in person.
- Keep detailed sales records including communications with your customers.

Want to know more? We're happy to help.

Call 1-855-623-4236. Available 24/7. Dial 711 for TTY/TRS.

Learn more at key.com/chargebacks.

Contact your Relationship Manager.

