

Marc O'Polo

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BERTELSMANN
Financial Solutions

CASE STUDY
Marc O'Polo

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EST. IN STOCKHOLM

MARC O'POLO Success Story

More security for merchants and customers with risk solution services by Arvato Financial Solutions.



The challenge

High debt collection transfers due to risky orders



Our solution

Evaluating the profitability of a purchase order by identifying risks



The result

Fewer risks for customers and a significantly reduced debt collection transfer rate

01 Initial situation

The MARC O'POLO company has been setting the benchmark as a pioneer in the internationalization of omni-channel retail for years. Besides more than 2,200 stores and retail partners, its own online shop plays a key role for serving customers around the world as effectively as possible. To minimize the risk of online fraud for itself and its customers, the company implemented risk solution services by Arvato Financial Solutions in 2017 and reduced its debt collection transfer rate considerably. As a result, the successful partnership already established in 2010 in the areas of logistics and transport, returns management, customer service and the implementation of the company's loyalty program is reliably continued.



02 The solution

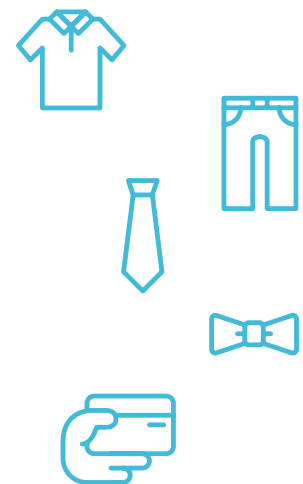
With risk solution services (RSS), MARC O'POLO utilizes a holistic solution to assess the profitability of a purchase order in the online shop by identifying credit and fraud risks. In addition to creditworthiness and debtor information, this approach considers the purchase, payment and returns behavior of customers, as well as outstanding receivables and any existing dunning procedures. Based on this information, the customer receives an individual risk profile – online and in real time. The payment methods offered are then dynamically adjusted to the customer's profile. This ensures the highest level of customer satisfaction and prevents abandoned orders.

About MARC O'POLO

MARC O'POLO stands for high-quality, premium and modern casual wear. The company applies the highest standards of quality to its products, from the materials and design through to execution. The same is true for its service and communication. Originating from Sweden, this brand attaches importance to modern infrastructure, technical innovations and a healthy working environment. Today, MARC O'POLO is one of the leading international brands in its segment.

03 Assessing identity, credit rating and fraudulent intentions

Once the customer has found what they're looking for in the online shop, they add the products to the shopping cart and proceed to the checkout, where they enter their personal information. After clicking on "Next", the order is checked by risk solution services. Besides the correctness of the address, this check also considers whether the customer is found at the address, as well as their current credit rating. Initial fraudulent intentions are detected based on velocity checks*. This process step includes the existing order experience of MARC O'POLO with this customer in order to consider outstanding items and returns as well as experience in the potential likelihood of payment default.



04 Flexible limit controls

Good customers are rewarded with a high debtor limit with risk solution services, unlocking the full potential of their shopping cart. The higher the likelihood of payment default is for a customer, the lower their possible limit. A limit check is conducted according to shopping cart, address and at the personal debtor level.

Would you like more information? Get in touch with us.