

John Lewis Partnership Delivers Frictionless, Secure Checkout Experience for Customers



THE CHALLENGE

- Deliver a frictionless checkout experience for genuine customers while keeping them safe
- Maintain and continue to improve on John Lewis' specific and ambitious KPIs
- Drive up customer loyalty and conversions, while keeping fraud rates well below industry average

THE SOLUTION

- John Lewis selected and has partnered with ACI Worldwide for the last 17 years to uphold the retailer's commitment to "outstanding customer service"
- Chose the ACI® Fraud Management™ solution to automate smarter decisioning payment strategies and confidently approve more genuine transactions
- Utilized ACI's payments risk optimization team to support delivery of industry-leading acceptance rates, as well as constantly improving KPIs, without exposing the partnership to additional risk or fraud
- Relied on ACI's robust platform to deliver consistent and replicable performance, including during periods of unprecedented volume surges

THE RESULTS

- Supported the John Lewis commitment to "outstanding customer service," driving customer loyalty
- ACI provided total confidence in the stability and scalability of the platform which seamlessly supported a 35% uplift in online transactions
- Reduced the number of orders denied and challenged, increasing acceptance rates, while providing robust protection against fraudulent activity

How U.K.'s largest employee-owned business and parent company of retail brands, John Lewis and Waitrose, worked to provide online shopping security and a seamless checkout experience, while maintaining its traditional, high customer service standards.

John Lewis Partnership is the U.K.'s largest employee-owned business and a household name on the retail scene. They are an innovative, purposeful organization who puts outstanding customer service at the heart of everything they do, from one of their many high street stores, online presence or through their mobile app. In return, they enjoy a loyal and committed customer base and a first-class reputation. With the increased move to online shopping, security and a seamless checkout experience has never been more important in the merchant's 100 years of serving its customers. John Lewis has partnered with ACI Worldwide over the last 17 years to help them deliver on this mission.

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With the ACI Fraud Management solution, we can confidently accept our genuine customers, whether they have been shopping with us for years or are visiting our online store for the very first time.”

Katy Coull
Partner and Payment Fraud Manager
John Lewis Partnership



The Challenge

As the world of retail continues to transform, technology has changed the way John Lewis customers shop and interact with the household brand. To remain competitive and maintain brand strength, it was critical for John Lewis to continue to innovate and adopt technologies that align with the ever-evolving customer demands, new demographics, and shopping behaviors. This means that the online channel is strategically important. In a world of change, one thing remains constant — offering outstanding service to their customers continues to be at the heart of everything they do.

These new opportunities have presented new challenges. How does John Lewis continue to offer the same seamless checkout experience their customers know and expect across all customer touchpoints? How do they ensure they do not decline genuine customers at the checkout simply because they have never shopped at their online store before? How can John Lewis continue to increase acceptance rates, without increasing exposure to fraud and higher operational costs?

Backend stability was, and continues to be, a critical consideration for the retailer. During recent years, eCommerce transaction surges for many retailers have been unpredictable, particularly during the pandemic. John Lewis needed full confidence that their platform could deliver and that performance would never be impacted. This was important both from a risk and safety perspective, as well as for the customer experience.

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Through the ACI Fraud Management solution and the relationship we have with the ACI payments optimization team, we have confidence and reassurance that we can identify a sufficient amount of fraud while balancing the genuine customer experience.”

Katy Coull

Partner and Payment Fraud Manager
John Lewis Partnership

The Solution

To enable growth and scalability, John Lewis selected the ACI Fraud Management solution to equip its business with a robust fraud orchestration technology that dynamically detects, decides and delivers faster and smarter fraud prevention strategies. Machine learning and digital ID verification and authentication were important capabilities to the retailer.

A key differentiator recognized by the retailer is the knowledge and continuous assistance of the ACI payments optimization specialist team. In addition to global consortium data, the team with sector-specific expertise supported John Lewis in anticipating and responding quickly to online threats by fine-tuning fraud strategies.

To unlock new revenue potential and longstanding successes, it was essential for John Lewis to select a vendor that shared the same values:

- **Cost-effectiveness** - To protect the business from escalating costs, especially in the current economic climate
- **First-class service** - To continue to deliver ‘outstanding customer service’
- **Strategic partnership** - To enable continuous close collaboration and transparency
- **Innovation** - To stay ahead in a continually changing landscape

Platform stability, reliability and capacity are also non-negotiable for John Lewis, as well as avoiding complex systems. John Lewis needed confidence that the solution would provide high performance 24/7/365 and scale as needed. As a merchant who prides itself on outstanding customer service, they expect and demand the same from their vendors.

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The ACI payments optimization team supports our appetite to constantly improve acceptance rates, without exposing the partnership to additional risk or fraud.”

Katy Coull

Partner and Payment Fraud Manager
John Lewis Partnership



The Results

The ACI Fraud Management solution, combined with the successful partnership between ACI and John Lewis, enabled the purpose-driven retailer to deliver on their principles and achieve impressive results.

John Lewis and ACI worked together to dramatically reduce the number of orders denied and challenged, increasing acceptance rates while continuing to provide robust protection against fraudulent activity.

ACI continues to achieve results significantly higher than the market average across its client base.

2023 ACI Global Performance Results vs. Market Average*

ACI Global Performance All Sectors	Accept >98%	Deny 0-1.2%	Challenges 0-0.6%	Chargeback 0.06%
Market Average – Domestic	78.3%	2.7%	19%	2.6%
Market Average – International	75.7%	5.3%	19%	2.6%

*2023 MRC Global Payments and Fraud Report

In addition to their impressive KPIs, the retailer has never had a concern over platform stability or loss of performance — even during periods of unprecedented transaction volumes. During such times, they were able to work collaboratively with ACI to put together a strategy that allowed them to protect their manual review team and the resources they had, while still protecting the customer experience.

Close, strategic collaboration was and continues to be a key hallmark of success between the retailer and ACI. The partnership between the retailers’ internal fraud team and the payments optimization specialists at ACI is extremely important. John Lewis views the ACI payment experts as an extension of their own team, working together with their internal experts to maximize the capabilities of the platform and build an optimal strategy.

Looking ahead, innovation that helps John Lewis continue to deliver a seamless and secure customer journey remains at the forefront of the organization. The retailer’s appetite for ambitious, industry-leading KPIs and innovation will continue, as will their high expectations of their partners.

About ACI Fraud Management

ACI Fraud Management is a highly customizable, multilayered, real-time eCommerce fraud orchestration solution designed to maximize business growth, while ensuring seamless and secure customer buying experiences. Fraud orchestration guarantees fraud prevention KPIs in agreement with customers. It enables businesses to detect, decide, and deliver faster and smarter on high-performing fraud prevention strategies for uninterrupted buying experiences at every touchpoint. The solution is fully integrated into the payments flow, enabling both pre- and post-auth screening and flexible strategies across channels, via the same single API.

ACI Worldwide is a global leader in mission-critical, real-time payments software. Our proven, secure and scalable software solutions enable leading corporations, fintechs and financial disruptors to process and manage digital payments, power omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine our global footprint with a local presence to drive the real-time digital transformation of payments and commerce.

LEARN MORE

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