NS8 Protect™ Order Rules Boost Bottom Line for Designer Bag Company

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Lily Jade, a designer travel and diaper bag company, streamlined their order process with NS8 Protect. By utilizing new order rules, they were able to maximize review time and prevent processing fraudulent orders.

Significant Outcomes:

Custom order rules **accelerated processing for 94% of orders**

Successfully prevented processing nearly **$45k in fraudulent orders**

Reduced manual reviews through increased automation

The Problem:

Lily Jade, a small designer accessory company with big ambitions, discovered that they needed an effective solution for battling fraud and improving their order review process.

Like many eCommerce companies, they were struggling with balancing fraud prevention with the need to not deny any of their good customers. Fraud was eating into their bottom line, but happy customers having a simple checkout process was also essential to continuing to build their brand. They needed a solution as unique as they are.

Looking for a fraud prevention solution that would offer them customizable options at an affordable price, they came to NS8.

The Solution:

With NS8 Protect, Lily Jade was able to not only set risk thresholds that made sense for their company but also create rules to streamline their order process. Using the simple Custom Order Rule creation tool as well as additional settings, they were able to focus their attention on a small number of orders.

One rule automatically passed or quarantined orders based on whether they surpassed the set risk threshold. Lily Jade could then focus manual reviews on just the risky orders that really needed a more in-depth look. They also utilized our Customer Verification tool to give them an additional layer of protection by screening orders within a certain EQ8 Score range. As a result, this streamlined process saved them a lot of time and money.

The Outcome:

After implementing NS8 Protect, Lily Jade was able to pass more orders without lengthy manual reviews, reducing their labor costs on each order. They accelerated processing on 94% of their orders, allowing them to concentrate on the 6% of their orders that required additional verification or review. Using the Custom Order Rule feature of NS8 Protect, they were able to automatically verify good orders and quickly reject 160 suspect orders over 11 months. This saved them from processing nearly $45k in fraudulent orders over that time frame.

Additional Suggestions from NS8:

- We recommended that Lily Jade utilize Customer Verification on orders with an EQ8 Score of less than 600 to filter potential bots and cut back on necessary manual reviews.

- We recommended building customized order rules to automate more of their review process, including flagging specific countries with higher fraud risk and orders over their average price range.

- We also recommended that they create a specific rule to quarantine orders with a payment risk score above 1% as an additional safeguard against fraudulent customers.

> NS8 has saved us countless hours and headaches dealing with fraudulent sales.
>
> - Landon Wood, Founder

About Lily Jade:

Founded in 2013, Lily Jade creates dashingly brilliant (hip, organized, efficient) designer diaper bags that also serve as functional totes for everyday use. Lily Jade diaper bags express a uniquely svelte blend of fashion and function. They are designed to be bags that can do it all and look good doing it.

Learn more about their company and products at **https://www.lily-jade.com**