

MERCHANTS' BEST PRACTICE GUIDE: CHARGEBACK

What is a chargeback?

„Chargeback“ is a transaction charged back – if your customer complained to his issuing bank that his card was misused while paying in your shop or that you have not delivered the goods, the issuing bank withdraws money from your account. If such customer dispute is not resolved in your favor the money will be credited back to the cardholder's account. In such situations, the more quickly the merchant reacts, the faster the dispute is resolved.

Tips for successful chargeback resolving:

- As soon as the customer contacts you, start working on a solution
- Transfer money for returned goods back to the customer's account as soon as possible
- Cooperate with your customer during the dispute
- If we contact you and ask for additional information or documents to resolve a chargeback dispute, send them to us promptly

Following advices are useful for merchants using our e-commerce services:

- **Expired cards** – if the date of expiry is prior to the date of payment execution, the transaction is invalid.
- **Rejected authorization** – the merchant may not complete the transaction during which the authorization was rejected.
- **Process transactions only once** – make sure, that the transactions are processed and the files are sent only once, otherwise the customer will reclaim the payment because of duplicate processing.
- **Publish your complaints procedure and your rules for cancellations** – if you have rules for cancellations, returning goods and money retrieval, publish them on your website or inform your customer while paying.
- **Termination of periodic payments (membership fees, credit top-up ...)** – if your customer asks you to terminate his periodic payments, terminate them with validity according to the customer's request. It is a good practice to deliver a written notice to the customer about the termination.
- **Send goods before sending the transaction** – you will prevent claims about undelivered goods.

The most common reasons for chargebacks are:

- Fraud, cardholder claims that he did not make the transaction
- The merchant does not return money to the customer after the goods was reclaimed and/or returned.
- If the customer does not receive the goods
- If the customer does not recognize the payment on his account statement

In any case contact finby and cooperate with us on solving your conflicts in your favor.

