

Solution Overview

iCAN4Consumers is an independent, third-party issuer of credit card refunds engaged by e-Commerce merchants to reduce fraud and chargeback levels by providing consumers with a "no questions-asked" service for obtaining a refund for credit card purchases made online or over the phone.

Major benefits include:

- Reduction in fraud and chargebacks ratios
- Minimizes consumer interaction with issuers / heads off chargebacks for recurring transactions over multiple months
- Higher levels of customer satisfaction and increased consumer credibility
- Maximized business growth and increased revenue

Best Defense against a Chargeback is the Prevention of a Chargeback.

"An ounce of prevention will always be worth more than a pound of cure!"

Business Need

Handling and dealing with chargebacks and fraud can be an expensive proposition for you and your merchants. You need confidence that your merchants are receiving the best defense available to minimize risk and expense.

Acquiring Banks: iCAN4Consumers complements banks' strategies for managing merchant risk and maintaining compliance with card association risk / fraud programs.

ISOs / Sales Agents: iCAN4Consumers helps keep merchant customers in good standing, avoiding termination based on acquirer underwriting and risk requirements.

Merchants: iCAN4Consumers is a best practice tool for reducing chargeback / fraud levels, enhancing card acceptance and keeping their merchant accounts in good standing.

How iCAN4Consumers Works

1 **Consumer** requests a refund, which can be initiated at any time from the merchant's website, the iCAN website, a "smart" device, or by calling the iCAN 24 x 7 customer support desk.

2 *iCAN4Consumers* routes the request to the member merchant's gateway for the consumer's credit/refund on the merchant's behalf.

3 **Merchant Gateway** submits the credit transaction to the merchant's processor for clearing and settlement with the consumer's issuing bank.



It's as Simple as 1, 2 and 3!

Getting Started

For more information, please contact us by email at <u>sales@iC4C.net</u> or by phone at +1-855-660-3214.

iCAN4Consumers, LLC. www.iC4C.net 650 Village Trace NE Marietta GA 30067 Phone: (855) 660-3214 Fax : (888) 505-9838