



# 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

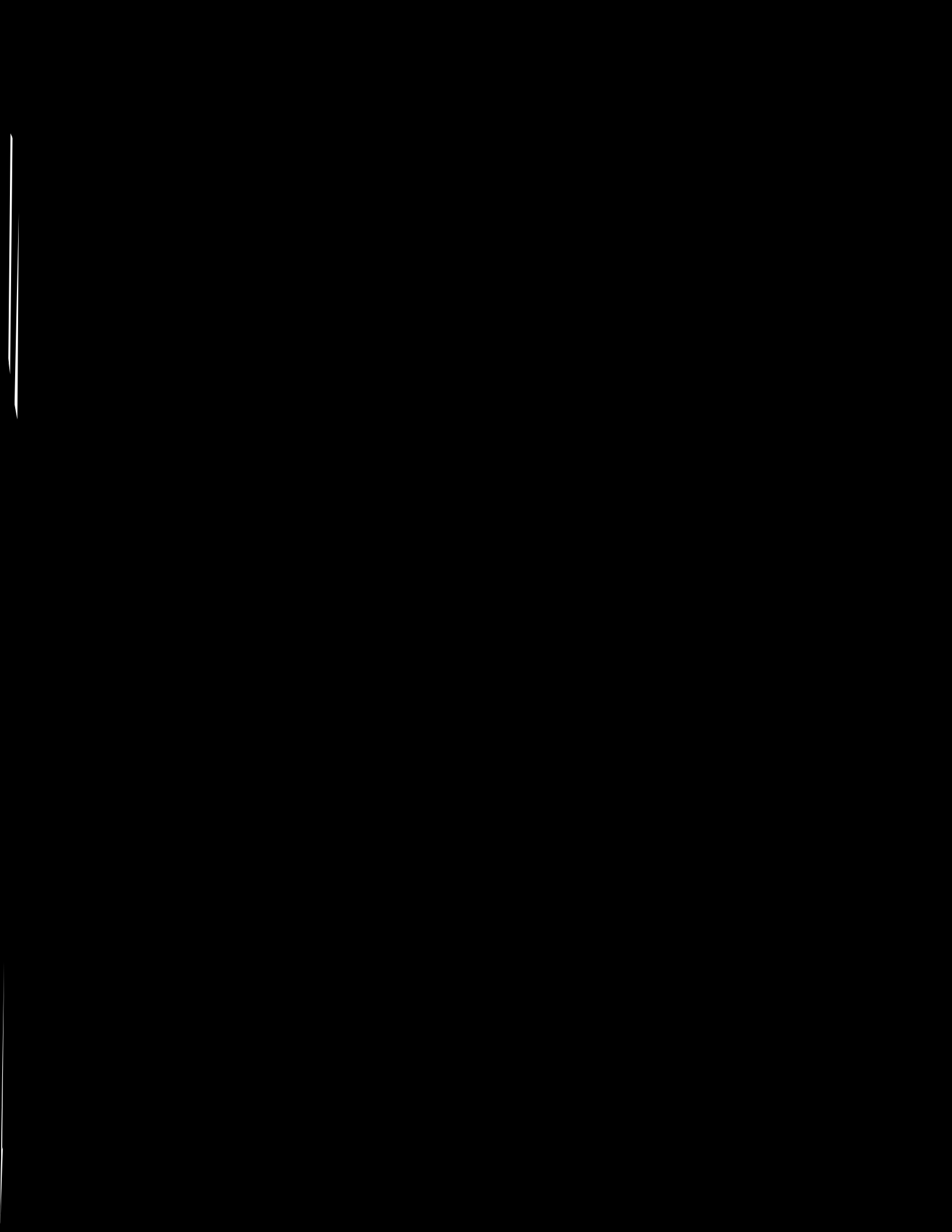
- John Lewis selected and has partnered with ACI Worldwide for the last 17 years to uphold the retailer's commitment to "outstanding customer service"
- Chose the ACI® Fraud Management™ solution to automate smarter decisioning payment strategies and confidently approve more genuine transactions
- Utilized 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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