

**Designed to Aid Merchants Who Struggle with Chargeback Issues, Chargebacks911 is a Fast and Reliable Solution with Proven Strategies That Helps Recoup the Loss of Funds and Curbs Future Chargebacks**

**Business Services  
Merchant Mediation**

**Chargebacks911**  
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**Monica Eaton-Cardone  
CEO**

**BIO:** Co-founder Monica Eaton-Cardone established Chargebacks911 in 2012—out of necessity—after many years as a merchant struggling to find a solution to chargeback issues. Chargebacks911 was developed specifically for merchants to offer immediate aid through proprietary technology, and provides the necessary function that gives merchants the freedom to focus on their core competency and optimize their in-house skill set. Chargebacks911 specializes in servicing internet merchants, and offers both response and resolution services for

chargebacks and cardholder disputes. The company works with merchant clients to help keep dispute rates down while retaining their ability to accept credit cards. For more information, visit <http://chargebacks911.com/>.

**About Chargebacks911:**

Chargebacks911 was developed out of absolute necessity after many years as a merchant struggling to find a solution to chargeback issues. We needed a fast and reliable solution that not only helped recoup the loss of funds as a result of increasing chargebacks, but also helped us curb future chargebacks so it did not affect our processing abilities. After using every avenue available, we reached the conclusion that there was no viable service available with the merchant's perspective in mind and, as a result, we ended up creating our own. We eventually devised a system that easily allowed us to manage our responses with consistency and also prevent chargebacks that were quickly approaching the dispute phase. In 2012, we decided to release our system as Chargebacks911 and offer it to select merchants.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Ms. Eaton-Cardone, what is the concept for Chargebacks911?

**Ms. Eaton-Cardone:** Chargebacks911 is designed to help merchants who struggle with chargeback issues, whether it is related to decreased profit or accessing a risk so that they can continue to process credit cards and grow their business. We intervene

on their behalf to help them win back lost revenue and prevent future problems with proven strategies – so they can focus on growing their business.

**CEOCFO:** Would you give us a sense of the amount of chargebacks; what is lost to businesses and where that fits into most business plans?

**Ms. Eaton-Cardone:** MasterCard recently published a statistic reporting that an estimated 5% of all transactions will turn into chargebacks. This represents an even higher loss of funds when it comes to calculating the effect on the merchant's bottom line. Every \$100 in chargebacks costs the merchant about \$270 in losses. When a merchant receives a chargeback, in addition to being charged for the entire transaction amount, they are also charged a penalty or a fine that is irreversible. Many merchants do not realize that they can appeal the transaction value of the chargeback and that they can win back the funds. That is where Chargebacks911 comes into play.

**CEOCFO:** Is this primarily credit cards? Are these situations where people say, "I never charged it or I did not like the product?" What do the chargebacks consist of?

**Ms. Eaton-Cardone:** It is estimated that about 20% of all chargebacks are related to actual fraud or identity theft situations. This leaves about 80% that will result from instances of low customer satisfaction, consumer ignorance, or malicious intent as the culprits. For instance, many consumers may contact their credit card company and say, "Who was this that charged

me?” They are not necessarily intending to file a chargeback, but because they are questioning the charge their bank could take the responsibility to dispute that charge. That is because the credit card company will see that it was a “card not present” transaction, which means they keyed in the credit card (either online or they purchased the product on the phone). When credit card companies see that, they are more likely to initiate a chargeback, as opposed to transactions where the customer physically presented their card to be swiped.

**CEOCFO:** Traditionally, what have businesses done to attend to the problem?

**Ms. Eaton-Cardone:** Traditionally, it has not been very popular to appeal chargeback cases as we do. Because of this, most businesses operate in fear of rising chargeback numbers and attempt to prevent additional chargebacks by improving customer service or their product quality. This method was more effective in the past when the majority of business was done through brick and mortar retailers; however, in the growing arena of card-not-present transactions, a merchant must use multiple strategies to effectively combat prevailing issues from chargebacks. As ecommerce continues to grow, there are more and more opportunities for consumers to chargeback without consequences. The more people continue to make online purchases, the more likely that there will be chargebacks. It is interesting to note that this idea of chargebacks actually helped fixed a huge problem around consumer fraud, but ended up creating whole different type of problem. Now we have what seems to be a growing epidemic - a new type of chargeback stemming from card-not-present transactions. “Friendly fraud” is an industry coined term that explains the type of scenario where you have a consumer that buys something with the intent to file a chargeback and get it for nothing. What worked to prevent chargebacks in the past does not work to deal with the problem merchants face today – it

is a different type of chargeback we are dealing with. Chargebacks911 is uniquely qualified to help merchants combat this increasing problem with proven tactics that work in this morphing environment.

**CEOCFO:** How does Chargebacks911 work to solve these issues?

**Ms. Eaton-Cardone:** One of the most important things we do with a new client is what we call our Diagnostic Study. We analyze their policies and other practices many merchants may be doing – which might be found to be hidden sources of chargebacks. For instance, if they are an ecommerce merchant and they do not offer 24/7 support options, then there will be inadvertently increasing chargebacks. In today’s society, when you buy a product online, you expect around-the-clock online support. Not providing this option to your customers may encourage them to contact their bank

**“In the growing arena of card-not-present transactions, a merchant must use multiple strategies to effectively combat prevailing issues from chargebacks. Even enterprise corporations struggle with chargeback issues.”- Monica Eaton-Cardone**

for an immediate resolution – which is what often happens. We go through other operation details as well, like whether or not the merchant provides delivery receipts or clear return policies. Bottom line, our first role in this relationship is to make sure that they are doing everything possible to prevent chargebacks from happening in the first place. That is the key. Because we were once merchants ourselves, who struggled and made virtually every single mistake in figuring out how to deal with chargebacks, it is mostly through trial and error that we are able to identify many of the things that work and many of the things that do not. After we help correct any of the merchant’s preventative measures, we then work to re-educate consumers and banks, as well as fight on the merchant’s behalf to win back lost chargeback revenue. We do this by fighting back or appealing the chargebacks that come in against the merchant. We often discover that merchants are

living in a state of fear when it comes to chargebacks. They are afraid to confront these issues head on. They are afraid to contact consumers who chargeback against their company, and they do not necessarily know the rights that they have as a merchant to defend themselves. It is important to take responsibility and help re-educate these consumers and teach them that there are consequences in contacting your bank first, and not giving the merchant an opportunity to resolve the issue.

**CEOCFO:** Within the vast market of merchants that might use your services are there companies that are more likely; certain sizes, certain industries?

**Ms. Eaton-Cardone:** When we started the company we definitely thought that the only merchants that would become clients would be those that had an outstanding problem with chargebacks. However, we have completely changed our viewpoint as we have received a lot of interest from a very diverse group of merchants, ranging from brick and mortar businesses, to insurance companies and of course the e-commerce sector. We have actually discovered that when it comes to chargebacks, we underestimated the problem. If a merchant is not suffering from the risk associated with getting too many chargebacks and losing the ability to accept credit cards, then they are usually suffering from decreased profits as a result of losing chargeback cases they are not equipped to fight. Even enterprise corporations struggle with chargeback issues. Take Nike for example, which has almost one million dollars in chargebacks every year that go uncollected. The fact that we have been able to help a merchant gain control of their chargeback issue and actually see them grow their business as a result has been a very rewarding aspect of this business. It has taught us a lot and will hopefully help us continue to improve solutions that work to help merchants stay out of trouble in terms of chargebacks.

**CEO CFO:** How do potential customers find out about you?

**Ms. Eaton-Cardone:** Most of our clients have been through referrals from others. People can read about us online. They can go to our website, [www.chargebacks911.com](http://www.chargebacks911.com) and also contact us by phone at 1-877-634-9805. We are currently offering a free business analysis to assess how much potential revenue we can retrieve from chargebacks that we can appeal. They can go online and that is probably the best resource so far.

**CEO CFO:** What is the competitive landscape? Are there many companies that have followed in your footsteps or realize the problem? Are you really in the forefront with Chargebacks911?

**Ms. Eaton-Cardone:** I do not know of another company just like us. One unique advantage that we have as Chargebacks911 is our evolution story of being a merchant. Chargebacks911 was born out of necessity because of our own chargeback issues. We looked at every service out there. We hired them all. We tried everything that was available. It was a very expensive education, to say the least. After being asked by our merchant processors to help so many other merchants, we decided to create this business. As former merchants ourselves, what we really wanted was to have an emergency number for businesses to call to be rescued. That is how we came up with the name "Chargebacks911." To my knowledge, I have not heard of another company that approaches the problem tactically

like we do. I know that there are different software solutions that offer automated chargeback response services, but that is entirely different from what we do. We have a much more hands on approach, and that is why I believe we are so effective.

**CEO CFO:** What is your revenue model? How do you make money?

**Ms. Eaton-Cardone:** We believe in a performance-based model. Clients pay us for each chargeback that we fight or prevent, depending on what type of business model they have.

**CEO CFO:** It seems like such a simple basic good idea. Do potential clients get it immediately? What is the "aha moment" when merchants realize, "We need this and we should be using Chargeback911"?

**Ms. Eaton-Cardone:** The biggest barrier is getting the merchant to contact us before they are in the red-zone with serious chargeback problems that are very difficult to reverse. Often, we are contacted when there is very little we can do to save the merchant from having their processing accounts closed. Ideally, we help merchants who want to stay focused on their core business activity – growing revenues and getting more customers or monetizing their current customer base. Sometimes it takes a little while to get a merchant to realize that the more focus you have on the future, the better. Continually looking over your shoulder to deal with those chargeback customers from the past really limits your ability to grow your

business. That realization tends to produce the "aha moment".

**CEO CFO:** Why should investors and people in the business community be paying attention to Chargebacks911?

**Ms. Eaton-Cardone:** This is an emerging market that is growing rapidly in tandem with the expansion of the online marketplace. The fact is, if you have a business today, you are probably accepting credit cards. If you accept credit cards, you have chargebacks. Chargebacks mean a loss in revenue and increased liabilities that could ultimately affect the very existence of your business if you are not careful. When it comes to merchant processing there is no way around it. This happens to be something that is imperative and vital for a successful business today. A merchant processing account is an asset that needs to be protected, as it can very quickly turn into a liability. A secure solution means that you not only have a good relationship with your processor; you understand what is going on with the risks related to that processing. We have an intimate understanding because we have been a merchant ourselves. We understand from the viewpoint of being a merchant. We understand from the viewpoint of a processor and we understand from the viewpoint of an issuing bank or credit card company. Bottom line, it makes the most sense for merchants who are growing their businesses to insure that that particular processing asset is completely protected. That is something that we specialize in!



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