

## 5 TIPS TO HELP YOU REDUCE CHARGEBACKS

**1****Be explicit**

Chargebacks can be prevented if the customer knows exactly what they are paying for, especially in the case of recurring billing (automatic payments). Be as clear as possible in the RTA (recurring transaction agreement), so the customer understands every aspect of their contract.

**2****Publish clear refund & cancellation policies**

Your cancellation policy should be easy to understand. If a customer decides to cancel their contract, strive to end the relationship on a good note. You want the customer to refer you, not write scathing reviews.

**3****Be accessible & prompt**

Ensuring that customers are able to contact you quickly reduces the possibility that they contact the bank for a chargeback. Responding to customers swiftly provides the opportunity of retaining unsatisfied customers. Efficiency and promptness are equally as important when replying to inquiries, resolving issues, and granting requests.

**4****Provide transparent communication**

Transparency from a company can go a long way. Inform customers of changes to plans or pricing, such as trial or promotional periods ending; upcoming payments, especially if the last payment was not recent; contract renewals, even if the renewal is automatic; and promotions they are eligible for. Having consistent and open communication provides the opportunity for you to nurture your relationship with existing customers and create loyalty.

**5****Ensure that your business name is recognizable on the statement**

Sometimes something other than your business name appears on a consumer's credit card statement. If you process with an aggregator, their name may appear on the statement as well which can not only lead to chargebacks but doesn't serve your brand well. In this situation, make sure your customers know what will appear on their statement so they expect the charge.