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Transactis hires new commercial director to develop data-driven anti-fraud business

Transactis, the database marketing and consumer insight company, has hired customer data and anti-fraud expert John Sharman as commercial director of its fast-growing fraud solutions business.

Sharman will be responsible for building Transactis' data-driven anti-fraud business, which draws on the firm's extensive data expertise, consumer information assets, industry partnerships and technological capabilities to help companies identify fraudsters and take action to prevent them from succeeding.

Transactis aims to make fraud prevention – which has become increasingly important to firms in the internet age – one of the central planks of its business, which is based on consumer data, analysis and the implementation of commercial solutions that make use of that information to improve profitability.

Sharman's first priority will be to support the roll-out of Transactis' ClaimsID solution, which helps catalogue and online retailers identify and prevent false 'good lost in transit' (GLIT) claims without inconveniencing customers making legitimate reports on deliveries gone missing.

Home shopping giant Shop Direct Group has already implemented ClaimsID, successfully cutting GLIT claims and saving substantial operational costs by cutting down on false claims and product re-delivery.

As part of his remit, Sharman will be closely involved in the development of other innovative anti-fraud solutions, including platforms that would allow firms operating online to act in real time based on risk profiles derived from offline data that reveals patterns of past behaviour. These solutions would be supported by application mediation technology, which enables businesses to tap into both online and offline databases in real time.

He will also be exploring new partnerships with firms that could provide key support in the battle against fraud.

Sharman joins Transactis after a two-year spell at Fraudscreen, where he was in charge of sales and marketing, including strategy. Prior to that, he was sales and marketing director of the integrated marketing division of Experian and spent 12 years with address management software specialist QAS.

David Steele, Transactis' chief executive, commented: "John will drive our move into the anti-fraud space, developing the fantastic technology, data assets and partnerships that Transactis can draw on to take fraud prevention to a new and more sophisticated level. He has great experience in this area and the vision we were looking for when it comes to marrying customer data knowledge with cutting-edge fraud prevention technology."

Sharman added: "We have a fantastic opportunity here to bring together innovative technology, substantial data resources and great expertise in understanding customer behaviour to develop trailblazing anti-fraud platforms. I'm also looking for innovative partners to help us to make even bigger strides in our efforts to get ahead of fraudsters and put them on the run.

"In ClaimsID, Transactis already has one solution that any business delivering goods should consider putting in place. First party fraud can be a major hidden cost for many companies that needs to be addressed in the tough business climate most are facing at the moment – when every penny counts, and simply writing off the operational costs of fraud is a luxury few firms can really afford."

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For more information please visit
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ABOUT CLAIMSID

ClaimsID helps online retailers to reduce the cost of handling “goods lost in transit” (GLIT) and to identify fraudulent claims by providing a single view of transactions, deliveries and claims across multiple retailers. With this insight, home shopping retailers are able to resolve claims more quickly, reduce redelivery costs and their exposure to fraud by identifying people who have no intention of paying, who are taking suspect multiple deliveries of similar products, and who frequently claim non-delivery. The solution involves the reciprocal sharing of data by retailers to expose fraudsters operating across numerous home shopping brands.

ABOUT TRANSACTIS

Transactis creates insight from customer transactions and enables clients to act and communicate at an individual level. Using its unique data resources, specialist knowledge and innovative technology, Transactis delivers products and services that allow its clients to make better, faster and more informed decisions to generate greater efficiencies, profit and an enhanced experience for their customers. Honours at the 2009 Data Strategy Awards and Retail Week Technology Awards are the latest in a series of industry accolades for helping clients to maximise performance and value from their customer management investment. For more information, visit www.transactis.co.uk

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