

Visa Case Study:

Verified by Visa

Bringing down barriers to online purchases

Zero fraud. Zero liability. Verified by Visa helps save dabs.com up to £50,000 a month

Consumer fears about security and fraud are one of the biggest barriers preventing online retailers from sustaining business growth and expanding their customer bases.

But this is changing thanks to *Verified by Visa*.

In February 2003, IT & home electronics company, dabs.com, became the first online retailer in the UK to use *Verified by Visa*. In a matter of months, Dabs has significantly reduced its fraud losses, saving up to £50,000 every month, lowered its transaction costs and attracted more and more customers to the site – all of which has greatly enhanced its reputation as a safe and secure place to shop online.

"The facts speak for themselves. Before *Verified by Visa* was introduced, fraud was about 0.2% of the company's turnover – it's now been reduced to zero. By signing up to *Verified by Visa*, dabs.com are committing to making available to our customers the most secure method of payment currently available on the web." dabs.com's Finance Director, Simon Brayshaw.

Setting the standard

Founded in 1987 as a traditional mail order IT reseller, the Dabs business model has evolved significantly during recent years. This has been in line with a drive to improve the online shopping experience of those looking to buy IT & technology products and increase profitability through the exploitation of advancements in digital technology

dabs.com is now one of the UK's finest dot com success stories. They offer around 22,000 lines from the world's leading manufacturers to over one million registered online customers across the UK.

The implementation of *Verified by Visa* is a continuation of Dabs' commitment to maximise the possibilities of digital innovation. It's also a means to ensure such technology is both secure and cost-efficient to use.



