

Ecommerce

Automation 101: Fraud

Manage and protect your business from fraud with automated workflows



20
billion

Fraud is eating away at your time—and your profits. In [2021](#) alone, about \$20 billion in ecommerce losses were reported in the US due to online payment fraud. Fraud is a growing problem for brands, and it's more important than ever for business owners to protect themselves and their cash flow.

We know that managing fraud costs your team time as well as money. Your customer teams are spending time manually reviewing orders, checking shipping and billing addresses, verifying buyer identity and responding to chargebacks which impact your bottom line. With Shopify Flow you can streamline your fraud operations to make it easier to fulfill good orders and review riskier ones.

Ecommerce automations can streamline tedious, manual tasks so that you can get back to focusing on how to grow your business. With Shopify Flow you can automate which orders are automatically fulfilled, send “high risk” orders for additional review, block known bad actors, and notify your customer support team when a chargeback needs a response.

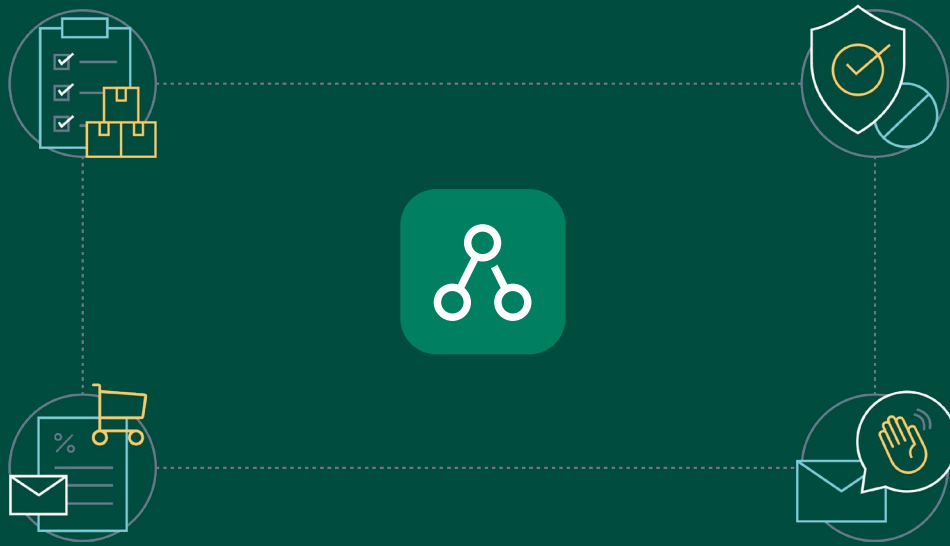
shelfies

“If we don’t catch fraud quickly and a custom order is produced we’re stuck with inventory we can’t sell,” Montgomery, Founder of Shelfies, explains. “If we print a sweater with your face all over it, no one else is going to buy that so it’s a big loss for us.”

With [Shopify Flow] we can immediately identify orders flagged as high risk and automatically send an email to the appropriate printing manufacturer requesting that production be halted and the order be canceled.

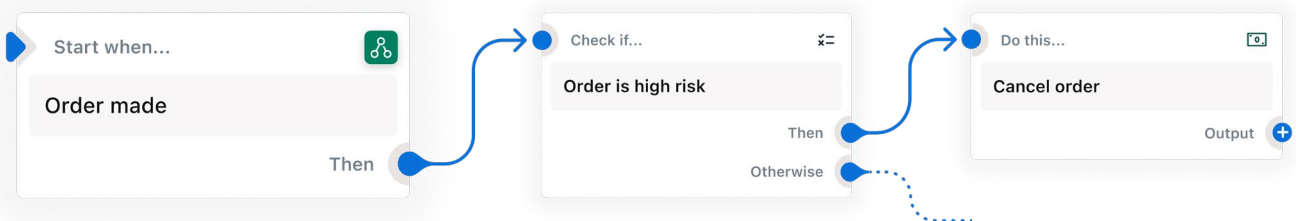
Prior to Flow, Montgomery had just a few hours to contact printing facilities in the U.S., U.K., and Canada to halt production on fraudulent orders.

[Learn more](#) about how Shelfies uses Shopify Flow.



Shopify Flow was built to help brands create the custom workflows that they need to automate tasks, processes, and campaigns within their store and across their apps.

Flow is based on a simple, no-code “[trigger, condition, and action](#)” format. Basically, a “trigger” is an event that Flow looks out for and which sets an automation in motion. A “condition” is the rule that determines if an action should occur, and the “action” is the task that is completed if the condition is met.



Here’s what that might look like for a workflow that automatically assesses fraud risk before capturing a payment:

- **Trigger:** Order risk is analyzed.
- **Condition:** If the risk analyzer deems the order high risk.
- **Action:** Then cancel the order.

Empowering brands of all technical skill levels, Flow lets you quickly and easily install pre-built workflows or create entirely custom ones, all without needing to touch a line of code.



Review High Risk Orders

We know how important it is to stop high risk orders before they go into production. With Shopify Flow, your team can streamline how you manage those high risk orders, enabling your team to review or automatically cancel. You can use Flow to notify your team to review high risk orders before capturing payment. This means you have time to decide to cancel the order without taking any payment or requiring a refund. Alternatively, you can customize your flow to automatically cancel the order.

To use this flow you'll need to have your payment settings set to [manual capture](#), and with this template you will automatically capture payment on low or medium risk orders.



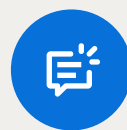
Review orders from customers with a history of return abuse

For every \$100 in returned merchandise, merchants lose [\\$5.90](#) to return fraud. The problem is so pervasive that it's costing US retailers [over \\$18 billion](#) a year. To help alleviate this issue, you can leverage Shopify Flow to tag all orders placed by customers with a history of return abuse and alert your customer service team before fulfillment.



Cancel orders from known bad actors

As you might have experienced, there are fraudsters that will attempt to purchase from your store. With Shopify Flow, your team has the ability to block those known bad actors from placing an order. You can do so by adding their email or IP address so the next time they attempt to make a purchase the order is automatically canceled and restocked.



Notify your team when chargebacks occur

We know that chargebacks are a big pain point for your team. To help make it easier to manage and track chargeback you can notify your customer support team when a chargeback has been opened so they can add any necessary details or screenshots.

Whatever your business needs—**build it.**

1B+

Automated decisions
each month

150+

Custom use cases
solved every week

34K+

Unique jobs completed
by Flow

It's important to implement the right fraud prevention tools so you can detect online attacks before they happen and protect your business. Shopify Flow helps you track and respond to fraud more effectively, and there are many more pre-built workflows available in the Shopify Flow template library. Additionally, remember that Flow templates can always be tailored to meet your needs—meaning you can always modify a condition or swap out email for another messaging app to meet your needs.

