

Lunchbox Builds Lasting Customer Loyalty with Sift

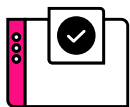
- ✓ 63k fraudulent orders blocked over 48 hours
- ✓ \$1.5M in fraudulent orders avoided
- ✓ Reduced chargebacks



CHALLENGE

Rapidly Scaling Platform Faced Increasing Payment Fraud

Lunchbox is on a mission to provide a scalable, open solution that allows restaurants to grow revenue and take control of their digital growth strategy—without fraud getting in the way. As a rapidly growing platform in the restaurant industry, Lunchbox processes a high volume of digital transactions, and has faced increased rates of payment fraud—leading to costly chargebacks and lost revenue. These issues threatened customer trust, increased operational costs, and required a sophisticated, proactive solution beyond traditional manual methods.



SOLUTION

Choosing Sift for its Accuracy, Reliability, and Ease of Use

Lunchbox's vendor selection process was straightforward, and they ultimately chose Sift for its precision, reliability, and ease of integration. Sift offered better accuracy in payment fraud detection, scalability for their growing business needs, ability to streamline the customer experience, and easy integration into their existing systems. Sift's strong reputation and positive testimonials from industry peers further reinforced their decision.

Implementing Sift was smooth and efficient, supported closely by the Sift team. Sift provided comprehensive documentation, dedicated onboarding assistance, and hands-on support, seamlessly integrating into Lunchbox's existing infrastructure with no operational disruption. Lunchbox leverages the Sift Score API, providing real-time risk signals derived from Sift's vast Global Data Network into their internal risk engines. Lunchbox's risk engine sends information about active sessions to Sift, which is used at checkout to determine whether to block or allow the transaction to proceed based on a set threshold.

Sift's highly accurate AI-powered fraud platform analyzes user identity signals and transaction data in real time, quickly surfacing risky payment patterns, and automatically preventing fraudulent activity before costly losses take place. Sift's adaptive risk assessments and cross-dimensional identity intelligence continuously learn from transaction data, allowing customers to automatically block fraud.

The Lunchbox team also gained valuable insights into emerging payment fraud trends, including coordinated fraudulent payment schemes and evolving tactics. Sift's predictive analytics enable the team to proactively counteract these threats and continually refine internal processes and training.



I strongly recommend Sift to anyone looking for a reliable, scalable, and effective payment fraud prevention solution. Sift not only delivers outstanding fraud detection and prevention but significantly enhances operational efficiency and customer trust.

Gian Luca D'Intino-Conte, Director of IT & Compliance at Lunchbox



RESULTS

Enhanced Operational Efficiency, Security and Customer Trust

The IT & Compliance team at Lunchbox is responsible for enhancing operational efficiency, security, and ensuring technology aligns with their business goals. Since implementing Sift, Lunchbox has significantly reduced payment fraud incidents, leading to streamlined operations, better customer experience, and substantial cost savings from decreased chargebacks and reduced manual review processes.

When Lunchbox was targeted in a coordinated BIN attack in which fraudsters were using seemingly legitimate credentials and rotating IPs frequently, Sift blocked over 63k fraudulent orders being attempted over a 48-hour period. In this one attack alone, Sift prevented over \$1.5M in fraudulent orders over the course of a few months, protecting their merchants from the significant impacts these incidents could have had on their businesses. By predictively stopping fraud with Sift, Lunchbox has notably enhanced customer satisfaction and merchant confidence. Customers have experienced smoother and more secure transaction processes, and support teams report significantly fewer customer complaints related to payment fraud, resulting in significant improvements in customer experience and trust.