

CUSTOMER STORY



Signifyd

**DYNAMITE
GARAGE**

Groupe Dynamite is a global fashion retailer with more than 300 stores across Canada and the U.S. Their portfolio consists of two brands, Garage and Dynamite, with clothing lines tailored towards teenage and young professional women respectively. Groupe Dynamite partners with Signifyd to automate order review, streamline customer experience and drive digital transformation internally.

Challenge

Digital Transformation,
Order Automation

Industry

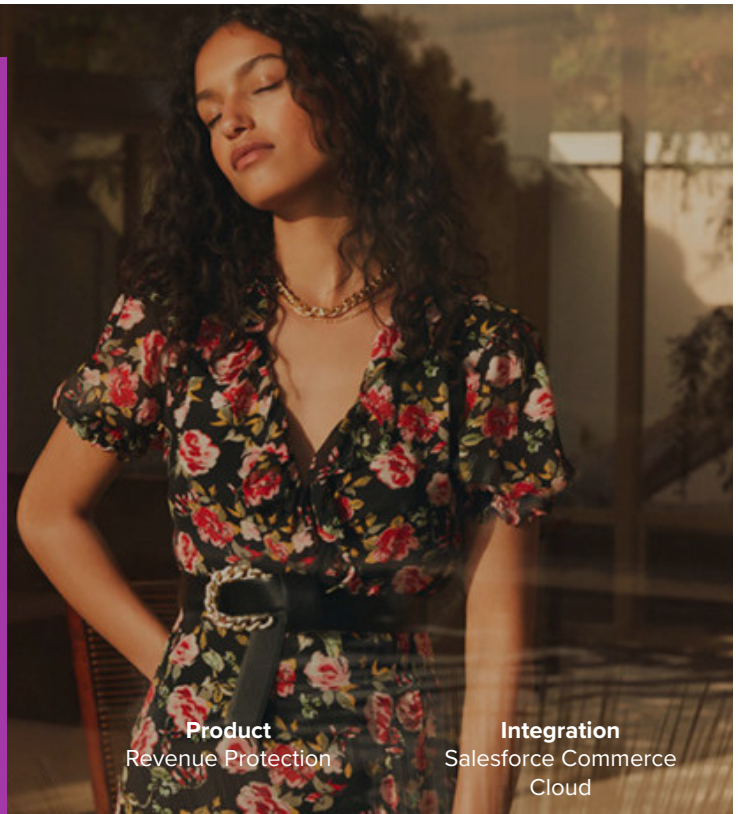
Fashion

Product

Revenue Protection

Integration

Salesforce Commerce
Cloud



CHALLENGE

Groupe Dynamite's rule-based fraud solution required lengthy manual review and a team of three full-time employees to manage. With reviews delaying order fulfillment by as much as five days, Groupe Dynamite struggled to meet high customer expectations.



SOLUTION

Groupe Dynamite chose Signifyd as its commerce protection provider because of its demonstrated ability to automate order review, recover revenue lost to false declines, and back up decisions with a 100% financial guarantee.



RESULT

By partnering with Signifyd, Groupe Dynamite has increased its order approval rate from 95% to 99.8%, while eliminating the need for manual review and removing friction in the buying process for a more streamlined customer experience.

99.8%+

approval rate with
Signifyd

120 hrs/week

saved by eliminating static rule
management & manual review

100%

orders decided
instantly

Challenges

For Canada-based fashion retailer Groupe Dynamite, the consumer is at the heart of every business decision. “We want to serve the consumer the way she wants to be served,” explains Groupe Dynamite’s Head of Digital Transformation Ted Guglielmi. It’s this business philosophy that has led them to open the doors to over 300 brick-and-mortar locations across North America as well as to offer flexible digital shopping options including buy-online-pick-up-in-store and hassle-free returns.

It’s also what made its experience with their previous rules-based fraud solution so frustrating. Because it relied solely on a static set of rules to evaluate risk, the solution often failed to differentiate between the behavior of a legitimate customer and that of a criminal fraudster. According to Guglielmi, “If a customer made the obvious mistake of typing a 3 instead of a 4 while entering their CVV, the purchase would be flagged as fraudulent.” Once flagged, an order would undergo manual review by both the vendor and the Groupe Dynamite loss prevention team – a labor-intensive

process that could take up to five days to complete.

“The customer expects to receive an order within days at most. If we are holding orders in fraud for two-to-three days, then by the time we’ve picked and shipped the order, we are looking at six-to-eight days. When a customer has to wait that long for a package, it spoils the experience. They’ll just go shop somewhere else,” Guglielmi says.

These operational inefficiencies also drained valuable internal resources away from more high-impact digital transformation initiatives – efforts accelerated by the onset of the COVID-19 pandemic. “We have a mandate from the chairman of our board. We are really striving to become a digital company. That means having state of the art apps, having all of the information and tools necessary to service the customers, and having our platforms be top notch. With our scaling ecommerce business and need to support customers in new ways, we knew it was the time to rid ourselves of the archaic technology and find a more effective solution.”

Solutions

One thing was clear to Guglielmi: His team needed a solution that could account for the complexity and evolution of fraud. So when he came across Signifyd, he was immediately impressed by its unique combination of big data, machine learning, and expert review to better assess risk. This triple-threat approach promised to eliminate fraudulent chargebacks without lengthy review times or false declines – so much so, that the Signifyd team quoted a 99.8%+ approval rate.

Another priority for Guglielmi was to fully alleviate his team from the burden of manual review, a box that Signifyd’s 100% Chargeback Guarantee checked. By shifting fraud liability completely away from Groupe Dynamite, Guglielmi and his team could focus on the more proactive initiatives that were demanding their attention. This guarantee model also meant that it could remove the barriers in its internal review process and streamline fulfillment with Signifyd’s quick and accurate decisions to better deliver on the experience their consumers had come to expect.

But what really sealed the deal for Guglielmi was Signifyd’s demonstrated ability to be a true partner. “I’ll be honest – there’s always a seed of doubt during the sales cycle, when huge numbers are put forward in terms of improvement. But Signifyd really put their money where their mouth is, being flexible in partnering with us and aligning their success with ours, which really showed that they were confident they could deliver the value,” says Guglielmi.

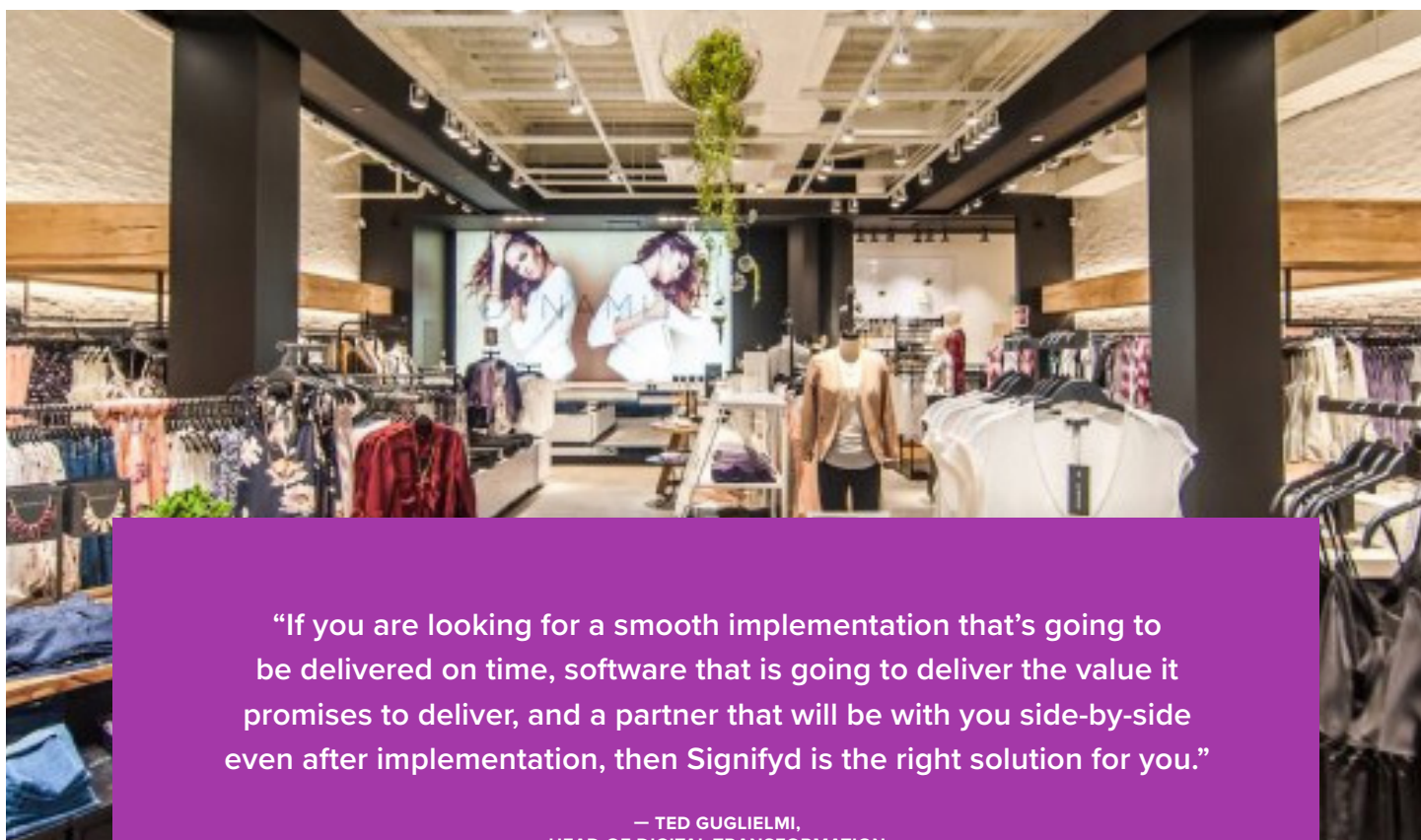
Results

Software implementations can be daunting – often requiring a number of moving parts, multiple stakeholders and lengthy timelines to complete. That's why Guglielmi was so impressed by the ease and speed in which Signifyd performed not one but two implementations for Groupe Dynamite: "We actually went through an ecommerce replatforming after bringing on Signifyd and they were right there with us to smoothly reimplement the solution with our new tech ecosystem – essentially completing two implementations in nine months, no problem."

True to its word, the Signifyd team improved Groupe Dynamite's order approval rate from 96% to 99.8% within the first few months of partnership. Rather than dedicating internal resources and countless days to review risky orders, Groupe Dynamite now processes orders evaluated by Signifyd instantly – recovering revenue that would have been lost to false declines and streamlining the customer experience.

With the time it has saved on manual review, the Groupe Dynamite fraud loss team can focus on new digital initiatives. "The revenue lift from our heightened approval rating and decreased fraud loss actually helped to fund our very timely multipay offering – allowing our young consumers to pay for purchases on a flexible timeline. The demonstrated success of our Signifyd partnership was key in this."

Guglielmi's parting words? "If you are looking for a smooth implementation that's going to be delivered on time, software that is going to deliver the value it promises to deliver, and a partner that will be with you side-by-side even after implementation, then Signifyd is the right solution for you."



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— TED GUGLIELMI,
HEAD OF DIGITAL TRANSFORMATION