



Accertify Fraud Management  
increased United Airlines  
win rate by more  
than 40%.\*

\*Based on 2022 client data



## Customer Overview

Headquartered in Chicago, Illinois, United Airlines is a major American airline with a vast domestic and international network spanning all six inhabited continents.

The company traces its roots back to 1926 with the founding of the earliest airline. Over the decades, United Airlines has acquired numerous subsidiaries, most notably in 2010 when it merged with Continental Airlines, a purchase that moved United Airlines to become the world's largest airline as measured by available seat miles.<sup>1</sup>

## The Situation

Considering the aviation industry accounts for 46%<sup>2</sup> of all fraudulent transactions and experiences more online fraud than any other vertical,<sup>3</sup> fraud prevention is integral to United Airlines business.

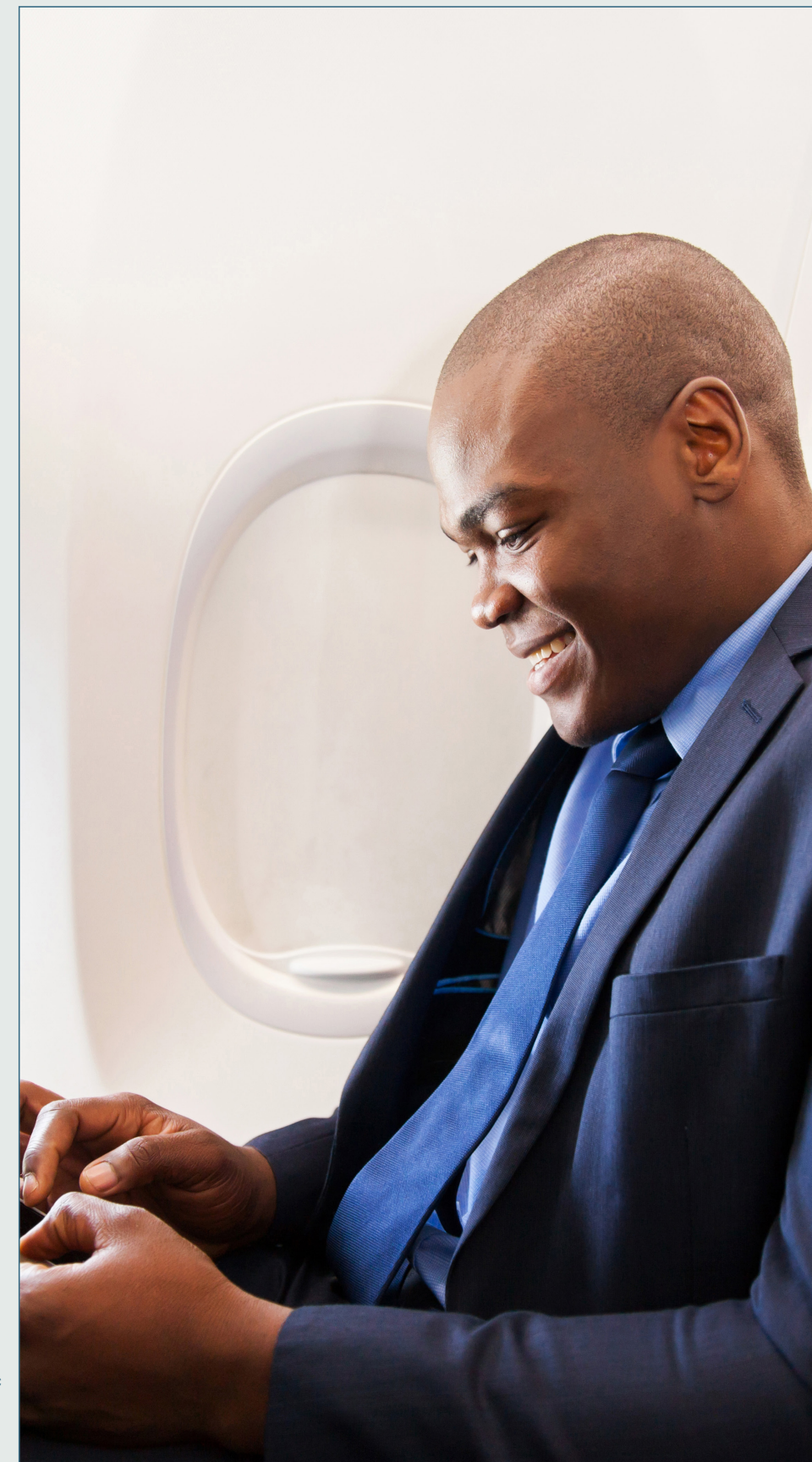
The team needed a single solution for both fraud and chargebacks, but the vast majority of solutions on the market required separate vendors for each.

“We wanted to align everything in a cohesive way to avoid two different companies constantly sending us separate files. We finally found what we needed in Accertify.”

STACIE LANGHAM Sr. Manager of Fraud Prevention & Disputes

<sup>1</sup> <https://simpleflying.com/united-airlines-words-largest-carrier-seats-per-mile/#:~:text=United%20Airlines%20is%20the%20world's,%2C%20flights%2C%20fleet%2C%20etc>

<sup>2, 3</sup> [https://www.iata.org/contentassets/8a1d401955164c868258e7875edd5d5a/iata\\_whitepaper\\_fraud\\_july2020\\_digital\\_en.pdf](https://www.iata.org/contentassets/8a1d401955164c868258e7875edd5d5a/iata_whitepaper_fraud_july2020_digital_en.pdf)





## The Solution

When United Airlines first partnered with Accertify back in 2014, the team found what they were looking for: a multifaceted solution for both fraud prevention and disputes with outsourced manual review by experienced analysts.

Although Accertify handled all United Airline's disputes from day one, its fraud prevention services have expanded in the decade since. Beginning with card-not-present purchases and PNRs (Passenger Name Records), Accertify's solution now covers ancillary products such as onetime club passes, MileagePlus purchase fees, premiere cabin upgrades, and other lines of business to ensure all channels and revenue opportunities were protected.

The relationship continues to grow. Accertify now helps detect account takeover fraud and sends the information to United Airlines corporate security team, preventing and tackling fraud at every level.

The solution has become so seamless that an accept/reject model is sufficient, freeing the United Airlines team from the review stage so they can focus on what they do best: flying passengers far and wide.

## The Results

The results of Accertify's custom solution speaks for itself. Prior to partnering with Accertify, United Airlines only won around 14% of disputes,<sup>4</sup> rising by as much as 65%<sup>5</sup> with Accertify. Accertify Fraud Management helps United Airlines recover 40%<sup>6</sup> more revenue than its previous in-house fraud management solution. The collaboration has proven so successful that United Airlines signed a five-year renewal in 2022.

“What sets the Accertify team apart is their genuine enthusiasm about fraud prevention. They're passionate about what they do, and it shows.”

STACIE LANGHAM Sr. Manager of Fraud Prevention & Disputes



<sup>4-6</sup> Based on 2022 client data



[accertify.com](https://www.accertify.com)

Accertify, Inc., is a leading provider of fraud prevention, digital identity, device intelligence, chargeback management, and payment gateway solutions to customers spanning diverse industries worldwide.

Accertify's suite of products and services help companies grow their business by driving down the total cost of fraud, simplifying business processes, and ultimately increasing revenue. For more information, please visit [www.accertify.com](https://www.accertify.com)

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