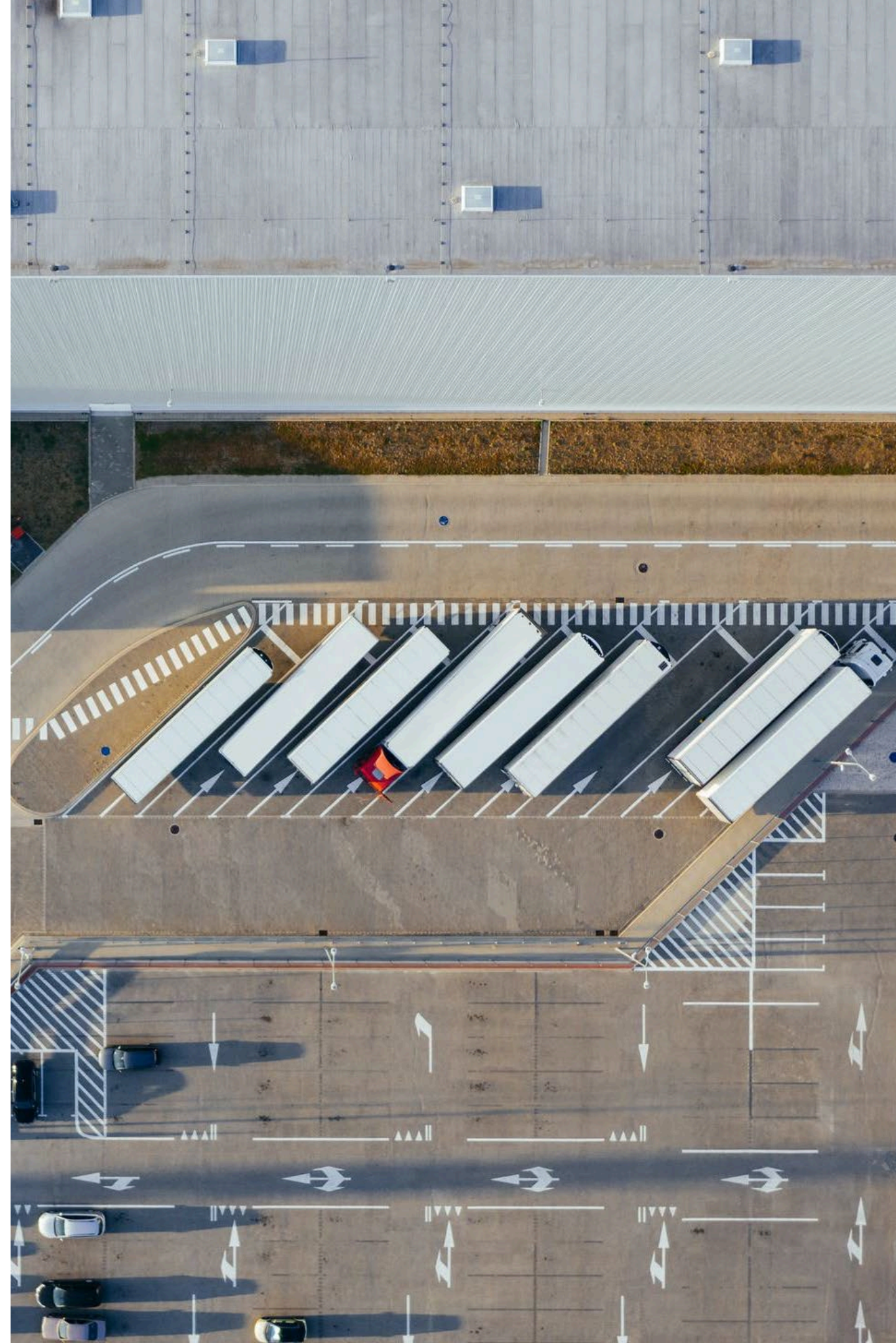




# Fighting back against Coronavirus- related Chargebacks





# Presenters



## Speaker

Jill Clifford  
President  
Aborn & Co.



## Moderator

Kyle MacNaught  
Director of Marketing  
Aborn & Co.



# Agenda

1

What is a chargeback?

2

Common chargebacks

3

Why are we seeing more chargebacks?

4

Misconceptions with chargebacks

5

How can you fight them?



# What is a Chargeback?

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“

WHEN SIGNING ON A NEW CUSTOMER TO BUY YOUR PRODUCTS, THAT CUSTOMER WILL GIVE YOU A SET OF "REQUIREMENTS" THAT YOU MUST FOLLOW. IF YOU DO NOT FOLLOW THEIR REQUIREMENTS THE CUSTOMER HAS THE RIGHT TO CHARGE YOU BACK FOR ANY BROKEN RULES. INSTEAD OF SENDING YOU A BILL, THEY CUT YOUR MERCHANDISE SHORT AND DO NOT PAY YOU THE FULL AMOUNT YOU ARE DUE FOR YOUR PRODUCTS.

”

# What is a Chargeback?







## COMMON CHARGEBACKS: IMPROPER PAPERWORK

- Bill of Lading
- Product Specs
- Manifests
- Packing Slips

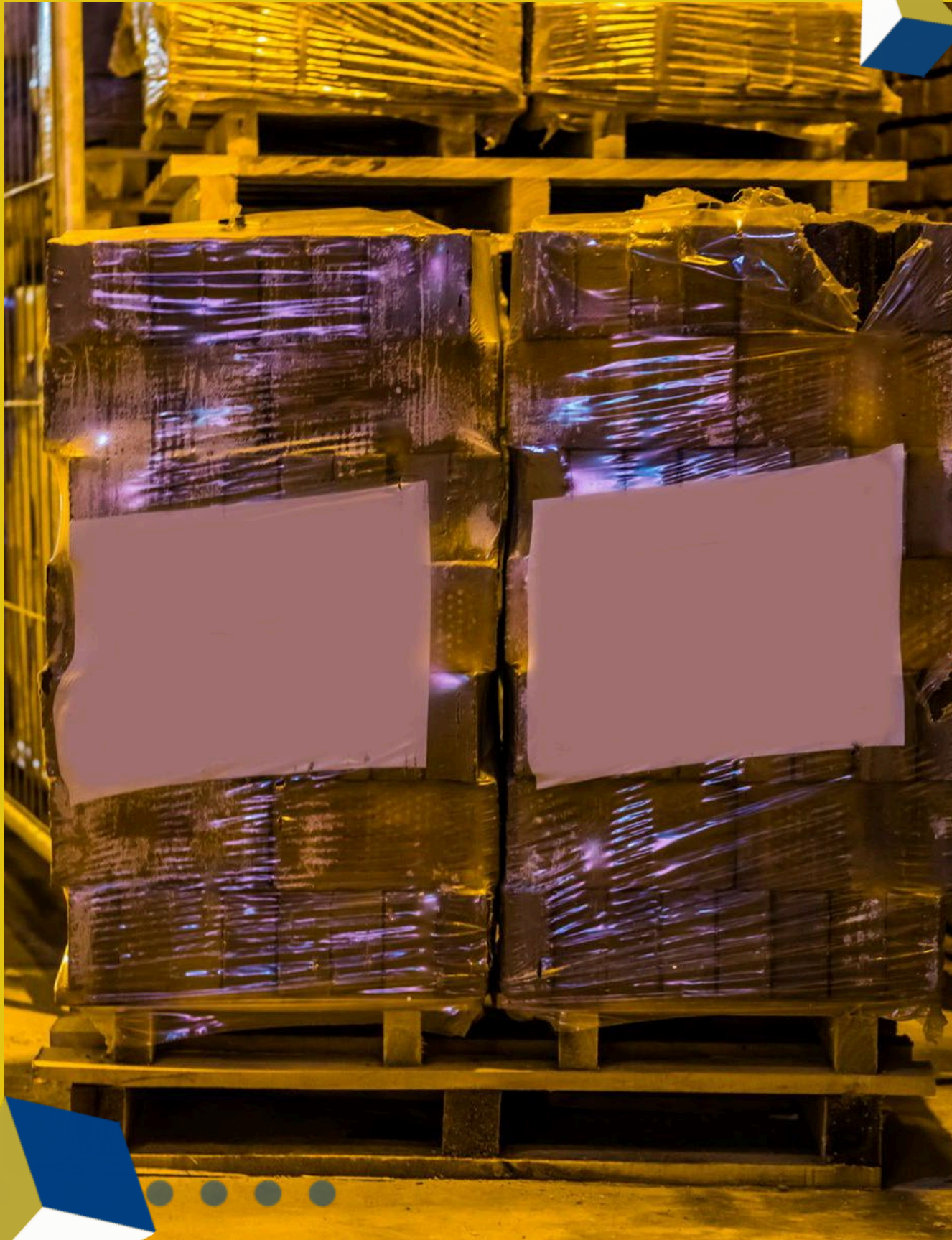




## COMMON CHARGEBACKS: DELIVERY FINES

- Delivered early and/or Late
- Late for appointment time
- Supplier On Time Performance (SOTP)





## COMMON CHARGEBACK: PRODUCT NOT PREPARED TO SPECS

- Labeling not position correctly
- Product not prepared on pallets correctly
- Turned pallets, improper pallets, broken pallets

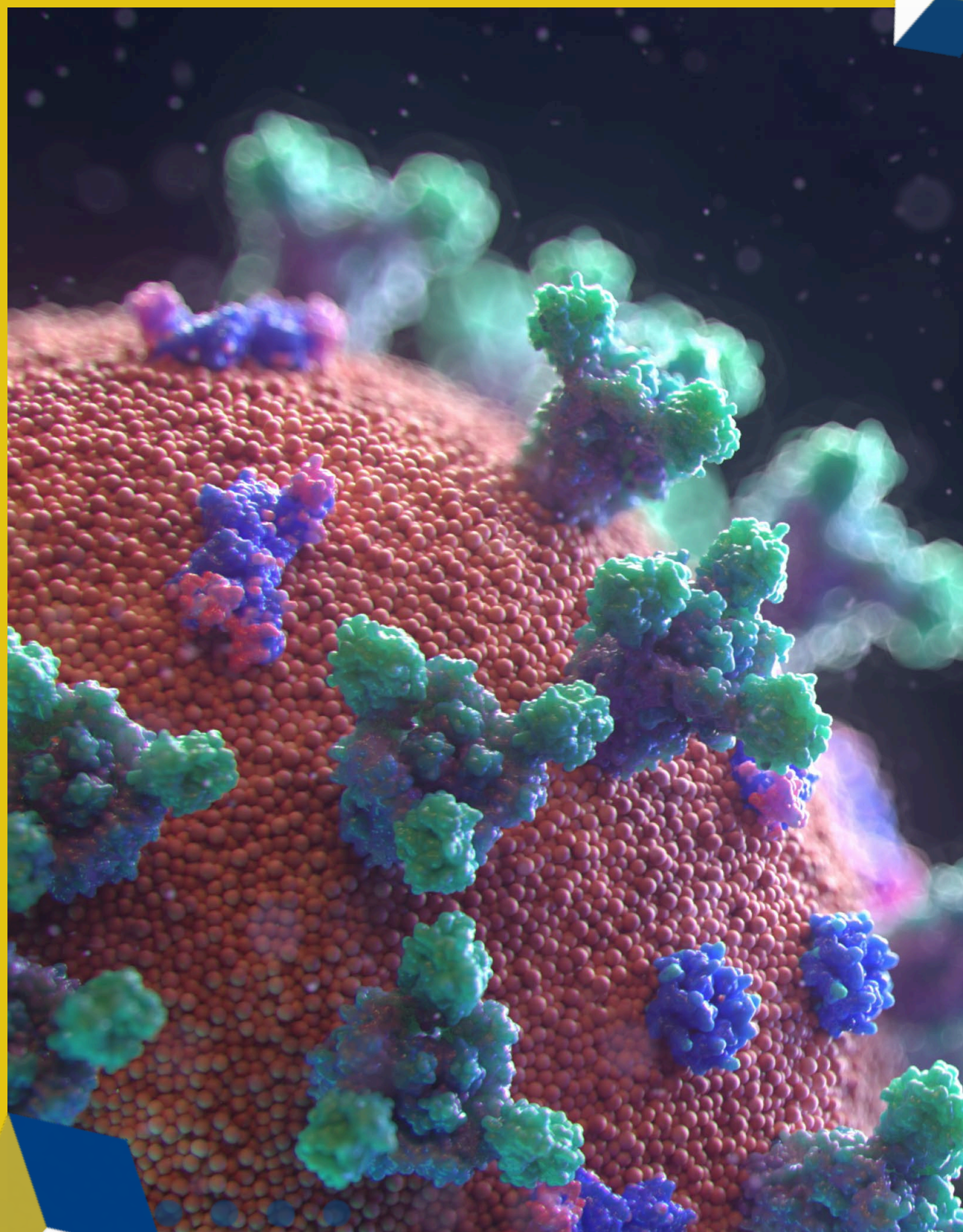




## COMMON CHARGEBACKS: TRAILER SEALS

- Missing seal # on Bill of Lading





## WHY ARE WE SEEING MORE CHARGEBACKS AND IS IT RELATED TO CORONAVIRUS?

- Carrier service disruptions
- Warehouse/Manufacturing issues
- Capacity





## MISCONCEPTIONS

- Customer requirements and the carriers services are not aligned
- Customer breaks the rules
- Carrier will make you whole if the chargeback is because of their failures





## HOW DO YOU FIGHT CHARGEBACKS?

- Proper customer set up
- KPI's
- Good Data
- Scorecarding





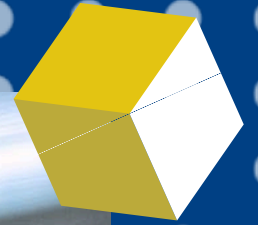
## HOW DO YOU FIGHT CHARGEBACKS?

- Proper customer set up



## PROPER CUSTOMER SET UP

- Supplier On Time Performance
- Shelf Life
- Product
- Labeling
- ASN and Bar Coding
- Shipping Instructions
- Carrier Specific Routing
- Delivery
- Appointment Scheduling
- Unloading







## HOW DO YOU FIGHT CHARGEBACKS?

- Proper customer set up
- KPIs



# KEY PERFORMANCE INDICATORS

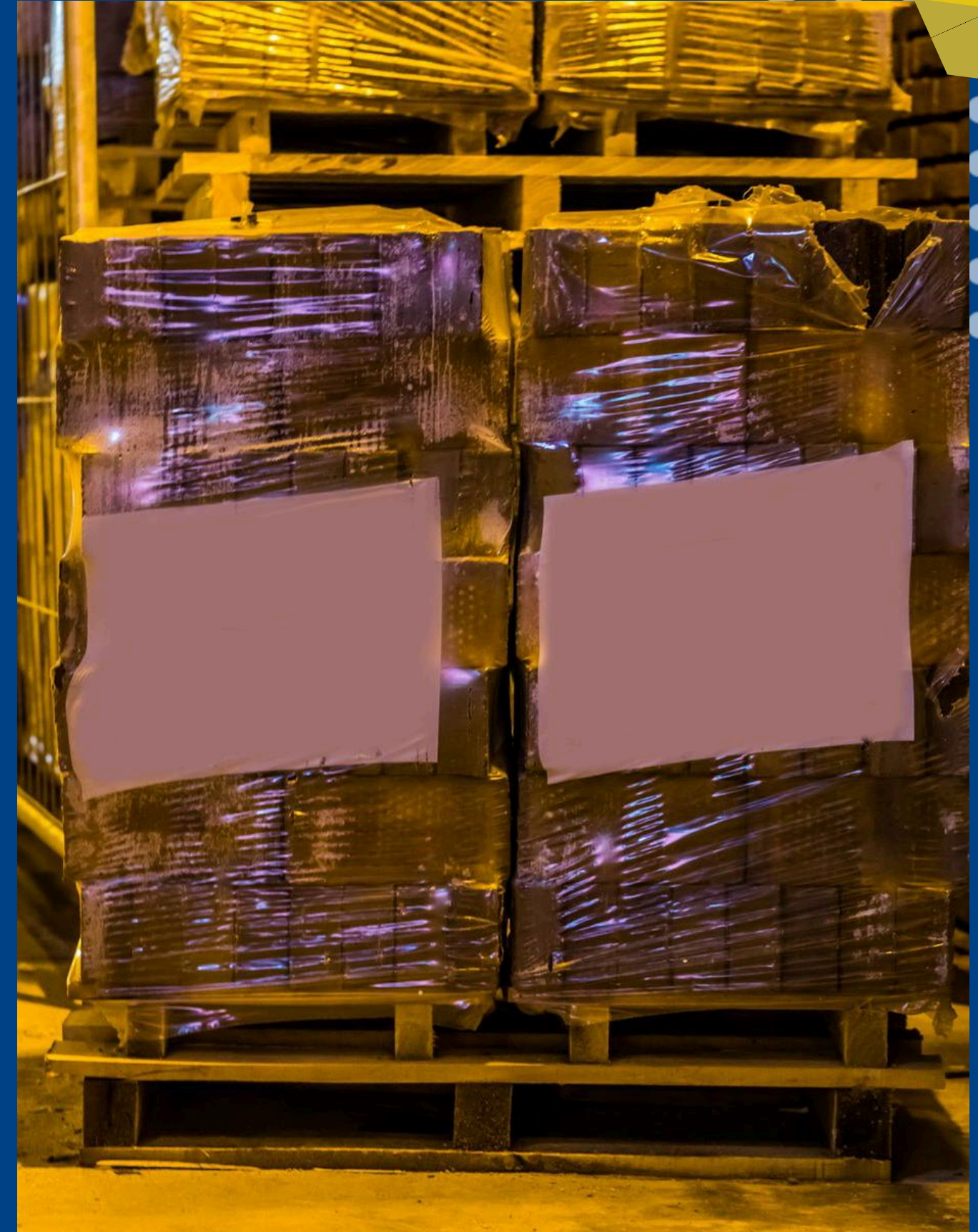
- Based on the requirements, measure the KPIs
- Figure out what you can and can't measure





## EXAMPLE

- Client was receiving chargebacks due to customer saying products not prepared to specs
- Established a process of photographing shipments before sending
- Photographs were uploaded into TMS
- Client had ability to fight chargebacks at fingertips







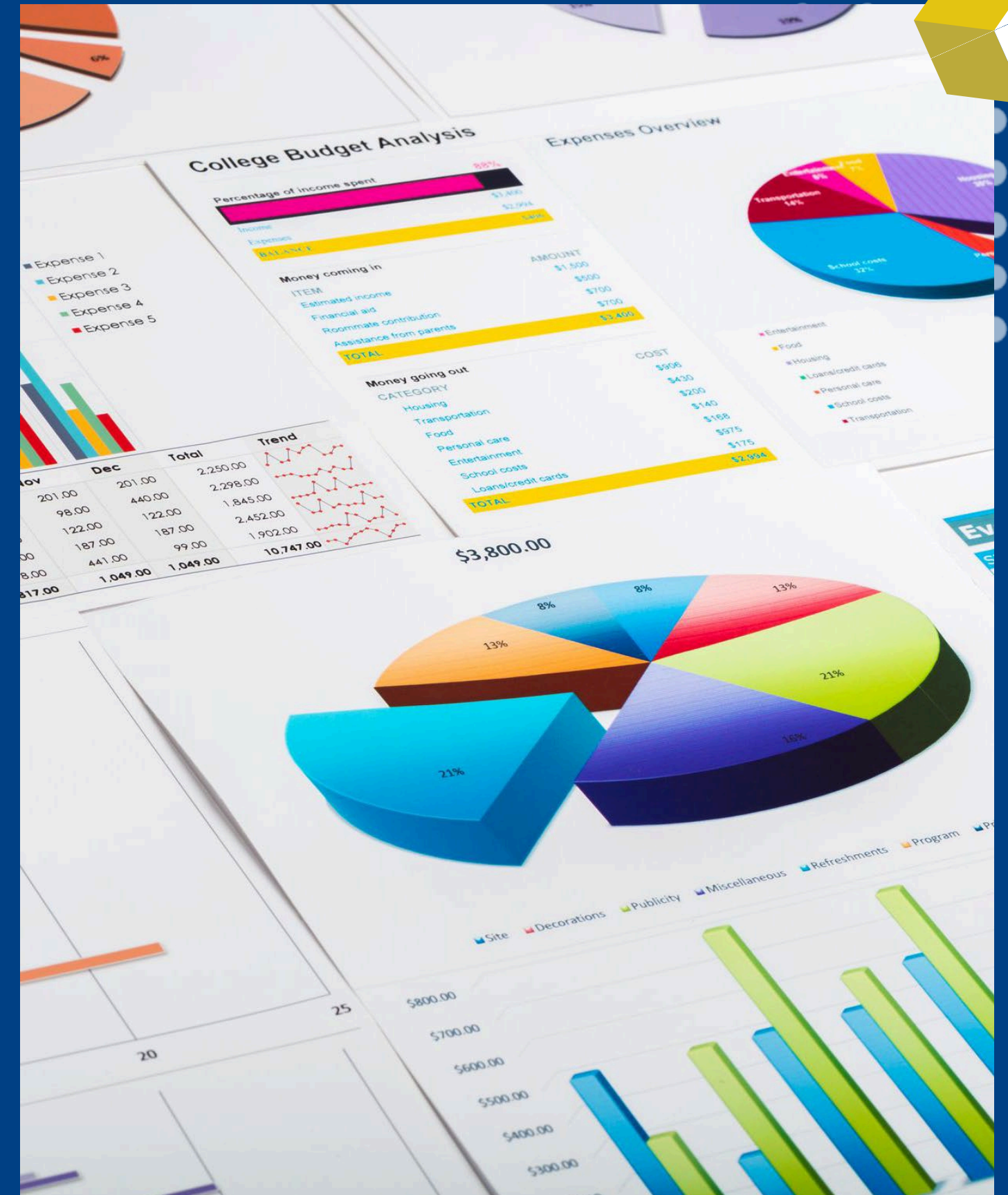
## HOW DO YOU FIGHT CHARGEBACKS?

- Proper customer set up
- KPIs
- Good Data



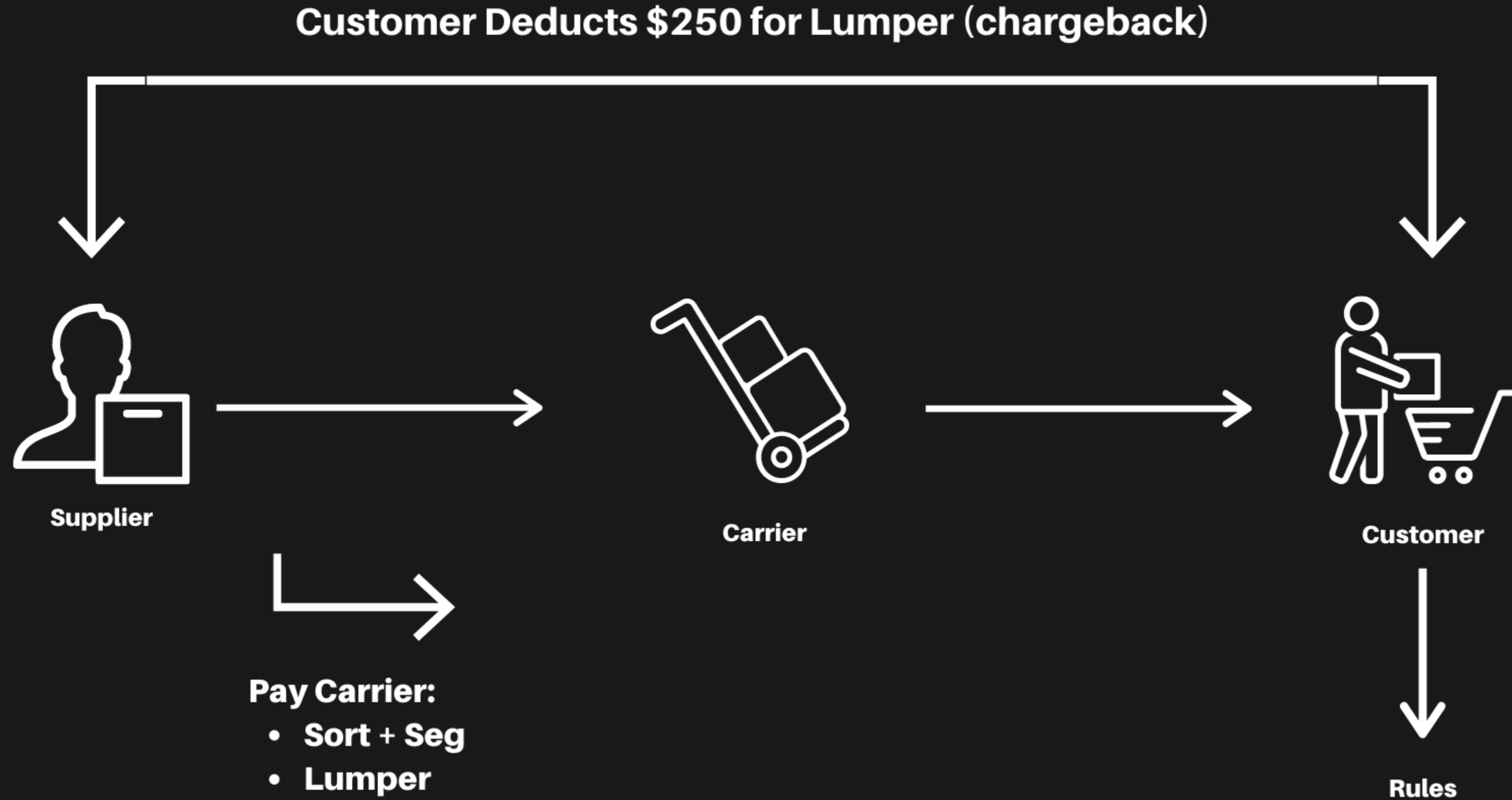
# THE VALUE OF GOOD DATA

- Measuring by customer, location and time
- Are you paying chargebacks twice?
- Properly pricing cost of doing business with customers

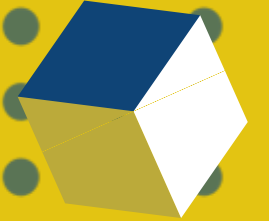




# The Value of Good Data







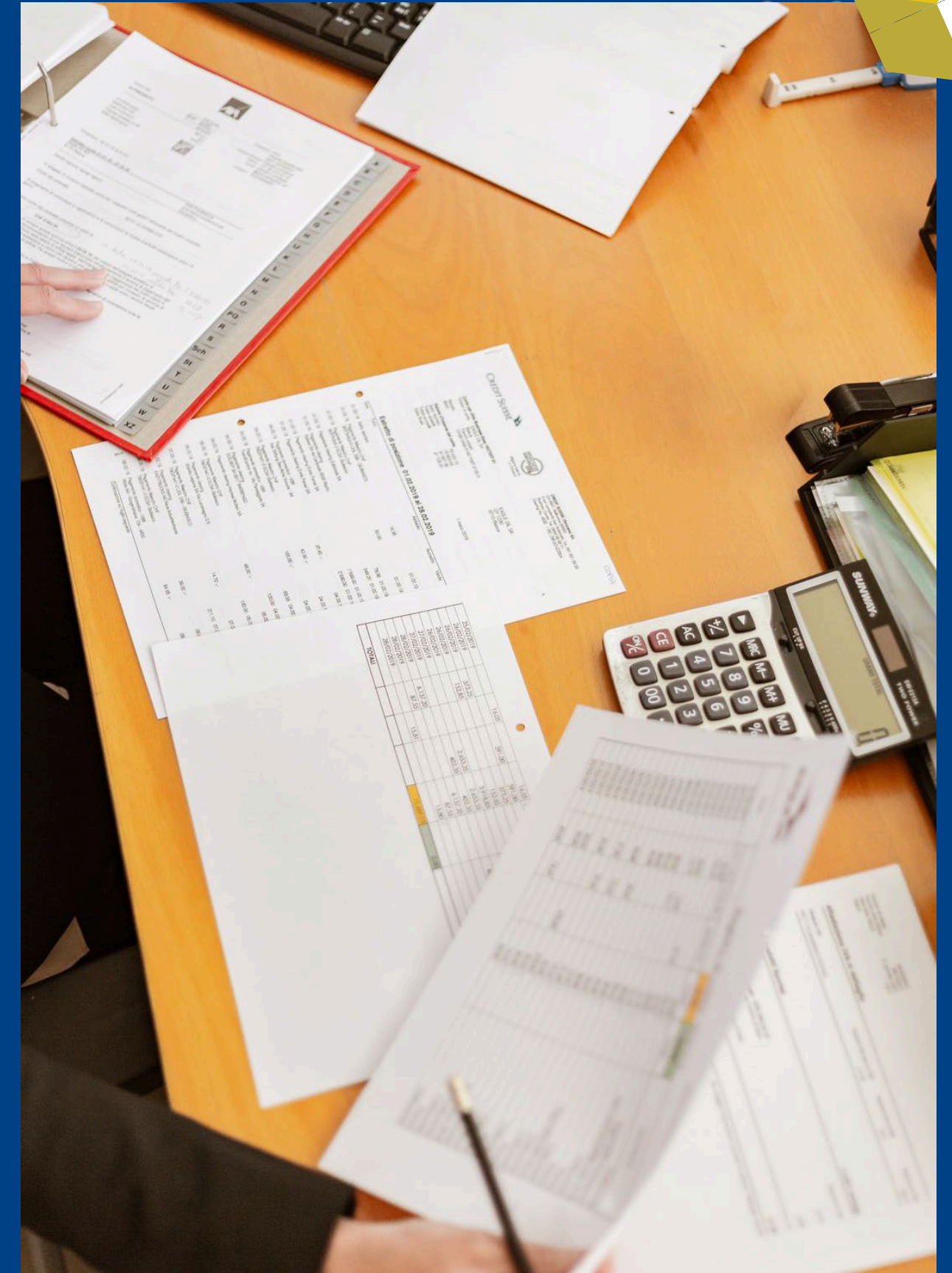
## HOW DO YOU FIGHT CHARGEBACKS?

- Proper customer set up
- KPI's
- Good Data
- Scorecarding



# SCORECARDING

- Measure performance with KPI metrics, data, and visibility
- Proper documentation will help prove if chargeback is not justified



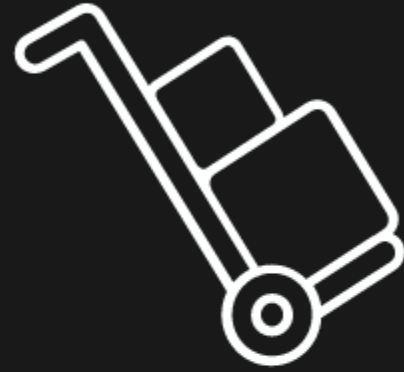


# Telling the Story with Scorecarding

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Supplier Data



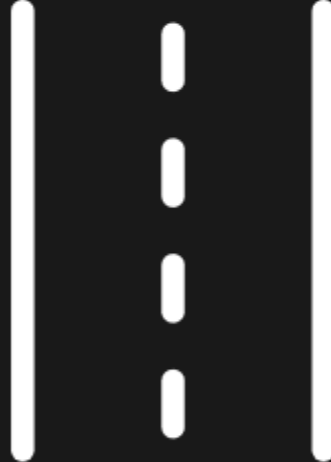
Product Data



Invoice Data



Chargeback Fees



Lanes Data



Carrier Data



Customer Rules

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# TOTAL COST



# Questions



## Speaker

Jill Clifford  
President | Aborn & Co.  
[linkedin.com/in/Jillclifford/](https://www.linkedin.com/in/Jillclifford/)



## Moderator

Kyle MacNaught  
Director | Aborn & Co.  
[linkedin.com/in/KyleMacnaught/](https://www.linkedin.com/in/KyleMacnaught/)





# Thanks for Watching

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Slides and recording will be available within 24 hours of webinar. Check your inbox for the email with all the links.

**Email** [info@abornandco.com](mailto:info@abornandco.com)

**Phone** 781-659-1321

**Website** [AbornandCo.com](http://AbornandCo.com)

