

Customer Case Study



The Background

TheDrinkShop.com is one of the world's leading online drinks retailers selling over 3,000 different drinks related items.

TheDrinkShop.com was founded in May 1999 and has since been growing at 200%, becoming the most visited online off licence.



The Challenge

- 1 TheDrinkShop.com was growing at a rapid rate and finding that fraudsters were hitting their site
- 2 They were aware of the possibility of costly chargebacks and wanted to establish an efficient and reliable method of screening all their orders, which was paramount in the growth of their company.

The Solution

TheDrinkShop.com found that 192 Business Services had a wide range of data which could fulfil their identity and age verification needs. Obviously operating within an age restricted sector, they need to ensure that all their customers are over the age of 18.

192business.com has been fully integrated into TheDrinkShop.com's operating system to ensure all customers are automatically screened against verification databases and shared fraud alert data.

“ We implemented further solutions as the years went by, culminating most recently with Prove-ID, Address-ID and Fraud-ID virtues. This has kept us ahead of the competition in ensuring legal compliance in the sale of alcohol. ”

Tim Francis, Managing Director and Founder of TheDrinkShop.com

The Results

TheDrinkShop.com are fully complying with legislation to screen against underage customers and also stopping fraudsters from hitting their website resulting in costly chargebacks.

By using shared fraud alert data from major retailers, The DrinkShop.com can feel confident that they are doing all they can to stop fraudsters in their tracks.

“ This automated, secure and modular solution ensures that our staff can instantly make a supported decision on each transaction, without the need for time-costly manual checks such as directory enquiries, yellow pages or other proof of address sources ”

Tim Francis, Managing Director and Founder of TheDrinkShop.com

To find out more

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Learn more at www.192business.com

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