

Learn how FlightHub bounced back after their industry collapsed through automated fraud prevention



30%

increase in approval rate



75%

reduction in time reviewing chargebacks



80%

decrease in manual reviews

Meet FlightHub

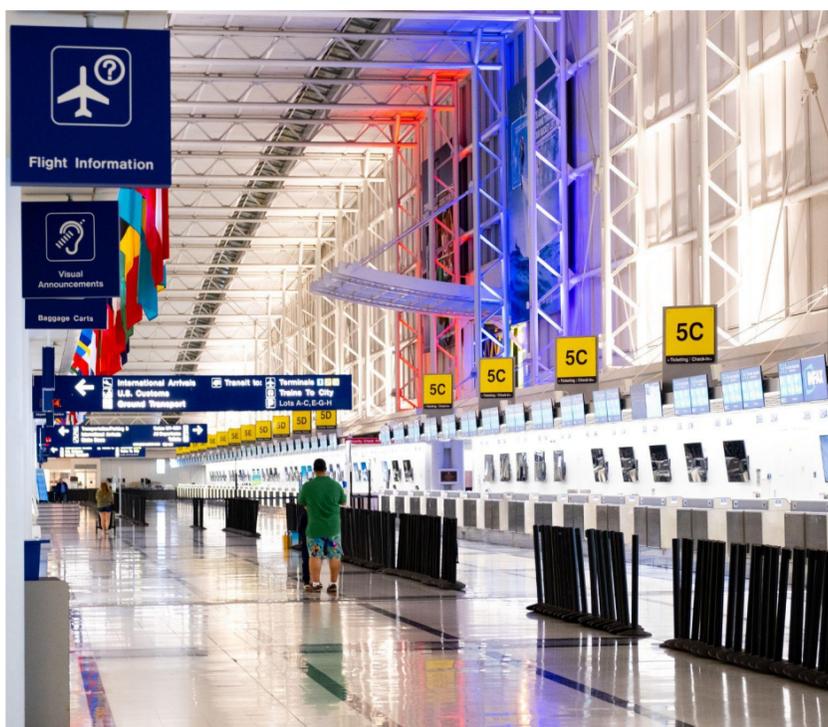
Founded in Montreal in 2012, FlightHub is the fastest growing online travel company in Canada. Leveraging over 20 years of experience in Canada's travel industry, the company launched with the mission of simplifying the shopping and booking procedures associated with travel. The result is a top-tier online travel agency (OTA) that eliminates the need to visit multiple sites to compare prices.

The FlightHub team built an infrastructure that connects travelers to many wholesalers, airlines and hoteliers in Canada and enables booking to occur without ever leaving their site. With over 450 software engineers and travel specialists, FlightHub provides Canadians with a seamless way to plan, book, and manage travel plans.

“The travel landscape changed drastically and our internal systems weren't prepared to handle these new behavioral patterns. Riskified's extensive merchant network was able to pick up on these changes more quickly, which enabled us to auto-approve more orders and reduce the growing number of manual reviews.”

Nick Hart

Chief Corporate Development Officer



The Challenge

The quick and unanticipated spread of COVID-19 completely halted global travel during the spring of 2020. Like so many others in their industry, FlightHub experienced a significant decline in bookings and saw travel patterns transform overnight. Customers started booking travel for the next day rather than planning months in advance. This created a great deal of uncertainty for FlightHub's internal fraud review team. It led to higher volumes of orders that required additional review and to more overdeclines, blocking much needed revenue and causing friction with customers.

The influx of bookings requiring manual review resulted in customers waiting up to 20-30 minutes to get a decision. Not only did this strain the fraud team, but customer service was inundated with customers seeking their order confirmations. Tending to the ever-growing queue of orders to review required nearly all of the fraud team's attention, prohibiting them from working on new projects and identifying emerging fraud trends.

The Solution

To relieve their fraud and customer service teams and stabilize the business, FlightHub enlisted the help of Riskified in the summer of 2020. During a time when they needed it most, Riskified's fraud management expertise in the travel industry assured FlightHub that they could automate and streamline risk prevention in order to eliminate customer friction and capture revenue. As the two tech-savvy companies worked closely together, they developed a continuous feedback loop that helped each other improve their models and allow for more order approvals.

When FlightHub needed more approvals to improve cash flow during the height of the pandemic, Riskified was able to raise FlightHub's approval rate by 30%, and reduced time spent reviewing chargebacks by 75%. Equally important, the solution eliminated friction for FlightHub's customers, who now receive an automatic decision on their order. The symbiotic partnership between Riskified and FlightHub has enabled an industry leader to weather the storm and get back to prioritizing easy and affordable travel for their customers.

"During the pandemic, we didn't know approximately how many bookings we'd be reviewing each day. It was much more than our team could handle and so we brought on Riskified. Raising our approval rate so significantly through one of the most challenging moments in our company's history established Riskified as a trusted partner."

Nick Hart

Chief Corporate Development Officer



Meeting full growth potential

30%

increase in approval rate

Improving customer satisfaction

75%

reduction in time reviewing chargebacks

Minimizing business inefficiencies

80%

decrease in the number of manual reviews



"A lot of providers can be too turnkey - you give them your problem and then there's no further interaction. That hasn't been the case with Riskified. The team has always been receptive to our feedback and has really helped us improve our internal tools to ensure greater success in the future."

Nick Hart

Chief Corporate Development Officer