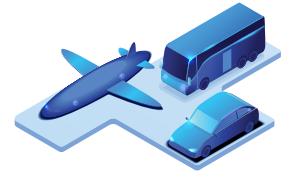


# Event Ticketing Chargeback Challenges, Strategies and Industry Insights

Chargeback Gurus helps the event ticketing industry streamline chargeback management and recover more revenue by leveraging sophisticated technologies and industry expertise.

Request a Consultation

[Chargebackgurus.com](http://Chargebackgurus.com)



## Chargeback Gurus Overview

Chargeback Gurus (CBG) provides chargeback management solutions to help ticketing companies protect and recover revenue. With intelligent automation, AI insights, and a tailored approach that aligns with your business goals, CBG empowers venues, promoters, and ticketing platforms to safeguard earned revenue, reduce operational inefficiencies, and improve customer satisfaction.

## Challenge

Event ticketing companies face a uniquely spiky pattern of disputes that makes it particularly challenging for internal teams to manage chargebacks effectively. In some cases, they may also have difficulties collecting evidence from across different systems, including systems they may not have ownership of.

### Key Industry Challenges:

- **Fluctuating Dispute Volume:** The ticketing industry experiences significant seasonal fluctuations in sales as well as periodic spikes during major onsales. An internal chargeback team large enough to handle these surges will be left idle at other times, while a smaller team will be unable to handle peak dispute volumes.
- **Fragmented Evidence:** Transaction, order, and customer data may be split across multiple systems and even multiple companies, with ticketing platforms maintaining some pieces of documentation and venues holding others. This can make it challenging to assemble the right evidence for representation.
- **Unrecognizable Billing Descriptors:** Depending on how a ticket was purchased, the billing descriptor that appears in a customer's account may be related to a ticketing platform, a venue, or a parent company. Not all of these names will be easily recognized by the customer, which can lead to disputes driven by confusion.
- **Unclear Evidence Guidelines:** Customer disputes related to events can be driven by a wide variety of different claims that don't always fall neatly into the categories defined by card networks. This makes it difficult for merchants to know whether they're submitting the correct evidence for a particular claim.

# Approach

The CBG approach for the event ticketing industry focuses on providing scalable solutions, streamlining evidence collection from disconnected systems, and enhancing revenue recovery through data-driven representation strategies.

This approach includes:

- **Adapting to Fluctuating Dispute Volumes:** CBG uses intelligent automation and scalable resource management to handle large spikes in dispute volume without limiting opportunities for revenue recovery or allowing chargebacks to expire.
- **Improving Evidence Collection:** CBG's flexible low code/no code integration framework enables the collection of evidence from across disconnected systems, adapting to the needs of each individual client.
- **Increasing Revenue Recovery:** Leveraging data from millions of chargeback representation cases, CBG identifies the most important pieces of evidence for any given case, going above and beyond card network guidelines to determine what documentation issuing banks find most convincing.

## Effective Strategies for Managing Chargebacks in the Event Ticketing Industry

### Recognizable Billing Descriptors

Use a billing descriptor customers will recognize or add a note to confirmation emails mentioning the descriptor to expect.

### Policy Disclosure at Checkout

Display cancellation and refund policies during checkout, not buried in terms and conditions, and require customer acknowledgment.

### Proactive Communication

When a major event change or cancellation is confirmed, immediately notify all ticket holders regarding the refund process.

### 3-D Secure

Consider implementing 3-D Secure to authenticate transactions through the cardholder's bank.



### Velocity Checking

Use velocity checking and purchase limits to prevent large-scale fraud attempts during major onsales.

### AVS and CVV Verification

Require Address Verification Service and CVV checks on all card-not-present transactions as a baseline filter against stolen card usage.

### Evidence Documentation

Maintain records of customer communications and policy agreements for use in representation.

### Issuer Comments

Examine any issuer comments received when representation is rejected to inform future dispute packages.

# Solution

Chargeback Gurus provides end-to-end dispute lifecycle management for event ticketing companies through Smart Chargeback Representation™, backed by deep analysis of chargeback data from millions of disputes. Enhanced Smart Prevention Alerts™ enable merchants with high chargeback ratios to quickly reduce chargebacks before card network penalties apply. With granular analytics across sales channels and event types, ticketing companies can identify dispute patterns by venue, platform, or event category and implement data-driven improvements to operations, checkout flows, and customer communication.