

Best Practices for Card-Not-Present Orders



For Online Orders

- **Clearly display** cancellation and return policies, including any restrictions.
- **Use an “I agree”** checkbox prompting policy acknowledgment during the order process.
- **Validate** the customer’s identity using Enhanced Authorization.
- **For tangible goods**, send tracking information once the order ships.
- **For recurring billings**, send an email reminder before each charge bills.



For Telephone Orders

- **Verify** you’re shipping to the customer’s billing address or obtain an alternate address. Send tracking information once the order ships.
- **Advise customers** of your return and cancellation policies along with any restrictions.
- **Set clear expectations** on delivery time frames and update customers if there are changes.
- **Send an order confirmation**, including details and all relevant policies.
- **For services**, ensure you clearly communicate your Terms & Conditions and cancellation policy.



For Curbside Pickup Orders

- **Send an order confirmation** that includes your policies and pickup instructions.
- **If someone other than the Card Member** is picking up the order, be sure to note this on the order invoice.
- **Obtain receipt acknowledgment** from the customer or person who takes delivery.
- **If email address is captured** when the order is placed, send an order status with pickup details such as the date, time and person who picked up.

NOTE: This can act as a supporting document in case of dispute.

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