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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