



Chargeback Best Practices

ARC's Recommendations for Preparing Your Travel Agency

Chargebacks continue to be a challenge for the travel agency community, particularly because of the nature of card-not-present transactions for travel purchases. ARC recommends the following best practices to travel agencies in an effort to reduce and mitigate chargebacks.

At Time of Purchase

- Obtain a valid approval code from the credit card company at the time the cardholder acknowledges and agrees to accept a transaction, particularly for a service fee using ARC's ARC Pay (formerly called "Travel Agency Service Fee," or "TASF") payment platform.
- Ensure your agency follows all guidelines detailed in the "Instructions for ARC Pay Transactions" guide. Ensure you collect all recommended information at the time of the purchase.
- Clearly display your agency's terms and conditions to customers at time of booking.
- Prominently display and clearly communicate your agency's refund and cancellation policies.
- Provide your client with a clear understanding of what will appear on their credit card statement.
 - For example: *You'll see a charge for the \$500 ABC Airlines ticket, as well as a second charge of \$25 for my Agent Fee, with the descriptor "XYZ Travel."*

Issuing Refunds

- Provide refunds in a timely manner. If you've agreed to refund an ARC Pay transaction, process the refund immediately, and let your customer know when they should expect to see the refunded amount on their bank or credit card statement.
 - For example: *Today is Wednesday, May 15, and I'll refund this service fee transaction through my agency's weekly report, which will be sent on Tuesday, May 21. You should see the credit to your bank statement on or around Friday, May 24. If you have any questions, please contact me directly.*
- Always refund to the original form of payment. If the transaction was charged to your customer's credit card, then you should issue a refund to that credit card only.

Agency Operations

- Educate your staff to be transparent about the transaction. Avoid confusion by clearly identifying yourself as an agent, not an airline. (Impersonating an airline is a breach of your ARC Pay Agreement.)
- Implement fraud-screening solutions if they are not already in place. If you would like guidance on available fraud prevention tools, contact ARC at stopfraud@arccorp.com.
- Obtain support from chargeback dispute solution providers.
- To dispute an ARC Pay chargeback, provide your supporting documentation immediately upon receipt of notification from ARC, or ARC will be unable to attempt a chargeback reversal.

Have questions? Contact ARC's fraud prevention team at stopfraud@arccorp.com.