



How AKOMEYA TOKYO propelled its ecommerce growth strategy with Riskified

4.5%

increase in order approval rate

11.6%

increase in bank authorization rate

Before Riskified

1.22%

Chargeback rate

After Riskified

0%

Chargeback rate

Meet AKOMEYA TOKYO

AKOMEYA TOKYO was founded in Tokyo, Japan, in 2013, with the goal to focus on high-quality, traditional foods, ingredients and cookware. AKOMEYA TOKYO offers a curated selection that celebrates Japan's rich culinary heritage and through its online store and physical locations, AKOMEYA TOKYO provides an immersive experience that highlights the exceptional flavors and craftsmanship of Japanese cuisine, making it accessible and enjoyable for food enthusiasts worldwide.

The challenge

Since the COVID-19 outbreak, AKOMEYA TOKYO has faced an unprecedented rise in fraudulent transactions. Despite implementing a local scoring solution in Japan, the company saw no reduction in chargebacks. This led to a decline in authorization rates and an increased operational burden from manual reviews. AKOMEYA TOKYO recognized that these challenges were growing and needed a more effective strategy to address the rising issues with chargebacks, authorization rates, and manual review processes.

The solution

Since implementing Riskified's Chargeback Guarantee, a solution for increasing ecommerce approval rates while taking accountability for fraudulent orders, AKOMEYA TOKYO has achieved complete automation of its fraud prevention operations. A testament to the accuracy of Riskified's AI-powered platform, the company has reported zero chargebacks within the first eight months after onboarding Riskified. Additionally, improved order approval rates have led to a notable increase in authorization rates, as effective fraud elimination has enhanced overall transaction approval from issuers.