



How Simba Sleep tackled fraud while improving customer experience

Growth at
its full potential

99%

Order approval rates

Meet Simba Sleep

Simba Sleep is an award-winning British sleep technology brand that has become a global leader in the sleep industry. Co-founded by Steve Reid, James Cox, and the McClements family, Simba launched in 2016 with the goal of engineering high-performance sleep products that positively impact people and the planet. With sustainability at the core of its operations, Simba holds B Corporation™ certification, reflecting its commitment to ethical business practices focused on people, planet, and health.

Offering innovative sleep products like the flagship Hybrid® mattress, which integrates body profiling data from over 10 million individuals, Simba Sleep has set new standards for comfort, quality, and sustainability. To date, over one million Simba products have been sold worldwide, supported by a stellar reputation evidenced by 325,000+ five-star ratings globally.

“Riskified has consistently offered a clear value add to Simba, substantially reducing costs and saving time for our customer experience and finance teams, while doing everything possible to continue to accept legitimate orders placed by legitimate customers.”

Russell Alexander
Finance Manager

The challenge

When Simba Sleep began its operations, it was purely an ecommerce business selling only the original Simba Hybrid® mattress. The company’s ambitions were bold, but success and new products brought unique challenges. High average order values made their ecommerce store an attractive target for fraudulent activities, including chargebacks and organized fraud rings using stolen card details.

Fraud-related costs quickly became unsustainable. Their customer service team spent excessive time manually conducting identity checks, adding operational burden and detracting from customer experience. The company recognized that tackling fraud swiftly and effectively was crucial for ensuring sustainable growth, safeguarding profits, and maintaining customer trust.



The solution

To address these pressing challenges, Simba Sleep partnered with Riskified given the promise of an easy integration and a comprehensive fraud protection guarantee. The pairing allowed Simba to focus on growth without fear of exposure to fraud.

Riskified's system analyzed transactions in real-time, automatically flagging suspicious activity and preventing payment capture for high-risk orders. Legitimate customers flagged as risky were still offered the opportunity to verify their purchase through Simba's customer service team, minimizing the loss of valid sales.

Simba integrated Riskified through their Shopify+ platform with ease. Riskified's support team worked closely throughout the setup process and beyond, ensuring a smooth transition and ongoing optimization of its fraud prevention capabilities.

The results

Simba's fraud rates dropped virtually immediately after launching Riskified, and within the first year, both stolen card fraud and organized attacks fell to near zero. At the same time, Riskified's intelligent processes kept Simba's approval rates consistently around 99%, minimizing friction for legitimate customers and optimizing revenue.

Simba's costs related to dispute resolution dropped as well, thanks to Riskified providing detailed reporting and managing chargeback disputes on Simba's behalf. And as Simba faced regulatory changes related to PSD2 in the UK and EU, Riskified continually adapted to help ensure compliance.

"Fraud-related costs were unsustainably high, and a significant amount of staff hours were being dedicated to carrying out identity checks over the phone or via email, adding additional costs and administrative burden."

Russell Alexander
Finance Manager

200 bps
In fraud losses prevented



"Getting started with Riskified was very quick and easy...their support team worked directly with us throughout and after the setup process to ensure everything was running smoothly and efficiently."

Russell Alexander
Finance Manager