

RUE GILT GROUPE

Rue Gilt Groupe preserves $520K in retained revenue in just 10 weeks after deploying Riskified Identity Risk Intelligence in Zendesk

How this innovative luxury retailer gave its member support agents real-time identity context, protecting margin without compromising the member experience.

Meet Rue Gilt Groupe

Rue Gilt Groupe is a premium and luxury off-price ecommerce company that connects more than 35 million members with coveted designers at exceptional value. Its two complementary brands, Rue La La and Gilt, combine merchandising, technology and marketing to support brand partners and inspire members with an engaging online shopping experience.

Business impact

‘Final Sale’ savings retained

$520K

in the first 10 weeks avoiding abusive returns

Did-Not-Receive (DNR) claim savings

$22K

in the first 10 weeks, And growing month over month

Handling time

20s

faster per ticket

No negative impact

on customer satisfaction (CSAT)



The challenge

Customer experience teams like Rue Gilt's face a dilemma: offer instant resolution to drive loyalty or implement rigid rules to stop fraudulent refund claims and return abuse. And that challenge is only amplified by AI, which scales opportunity for exploitation.

For example, when a Rue Gilt member says an order never arrived, a support agent has to make a high-stakes decision quickly: issue a refund to preserve the relationship or risk rewarding an abuser. Lacking context about the customer behind the claim, Rue Gilt agents would often approve claims to err on the side of protecting the member experience. If an agent did want deeper insight into the customer, they had to leave the ticket and switch among tools, slowing service.

In off-price retail, where margins are tight, those decisions add up. Did-Not-Receive (DNR) claims, Final Sale return exceptions and customer appeasements were driving significant avoidable costs. Refunds on Final Sale items could also recall inventory Rue Gilt Groupe did not want, adding reverse-logistics expenses. At the same time, a shift in its carrier mix meant proof of delivery was less consistently available, increasing the need for a reliable identity signal to guide DNR decisions.

Rue Gilt Groupe wanted to give agents a clearer view of the person behind each request without adding friction for trusted members.

> "Our agents are the front line of our member experience, and they used to make high-stakes calls on claims with very little to go on. **With Riskified's identity intelligence right inside Zendesk,** they can take care of our best, loyal members quickly and decline abusive claims with confidence."
>
> **Maria Vargas**
> SVP of Member Services,
> Rue Gilt Groupe

The solution

Rue Gilt Groupe addressed this challenge by integrating Riskified Identity Risk Intelligence directly into Zendesk through a sidebar app. On each ticket, agents see an identity risk category, Trust Dial, key customer and claim indicators, and linked accounts that can reveal activity across multiple profiles.

Drawing on Riskified's network-level identity intelligence, the integration provides:

- **Identity context in the agent workspace:** Risk signals and linked accounts appear in Zendesk, so agents can assess requests without switching tools.
- **Confident decisions at the moment of truth:** Clear identity labels help agents distinguish trusted members from potentially abusive claims during customer conversations.
- **A conservative approach that protects member experience:** Rue Gilt Groupe declines DNR claims only when both a red identity signal and proof of delivery are present.

Rue Gilt Groupe trained its agents on both the scores and how to talk with members about each decision, so the tool fit naturally into existing workflows from day one.



> “In our first ten weeks, we preserved $520K in retained revenue and cut Did-Not-Receive losses by $22K, with no negative impact on customer satisfaction. **That’s the balance we were after: protecting the business while still treating our members generously.**”

Maria Vargas
SVP of Member Services,
Rue Gilt Groupe



The results

Within the first 10 weeks of launch, Identity Risk Intelligence had become part of how Rue Gilt’s agents work every day, and the financial impact followed quickly.

- **$520K in Final Sale savings retained:** The ‘Trust Dial’ helps agents avoid refunding Final Sale items to high-risk requesters, keeping unwanted inventory from coming back.
- **$22K in DNR claim savings:** Even as proof of delivery became less available, identity signals helped agents stop abusive DNR claims, saving $22K in 10 weeks, with savings growing each month.
- **Faster, more confident service:** With identity context in the sidebar, agents no longer leave the ticket to research a customer. Handling time dropped by 20 seconds per ticket over ten weeks.
- **No trade-off in member experience:** Customer satisfaction held steady, with no increase in “low expectation” or “disappointing” ratings.
- **Agents who trust the tool:** Agents use the tool daily, rely on its scores and report feeling more comfortable with their decisions, and employee engagement scores remain strong

What’s next

Zendesk is the first step in a broader plan to extend identity risk intelligence across support, including Amazon Connect IVR and routing, policy tuning through ticket outcomes and sentiment, and frictionless authentication for trusted members. Rue Gilt Groupe is also exploring ways identity labels can be layered into contact routing plans, identify potential business opportunities with resellers and enable faster automated resolutions.

Talk to an expert

See how **Identity Risk Intelligence for Zendesk** can help your support team resolve claims faster and protect margin, without adding friction for your best customers.