

How to Prevent Delivery Fraud in E-commerce Businesses



A Practical Guide to Handling Item Not Received (INR) Claims

Has your order been marked as delivered – but your customer says it hasn't arrived?

You're not alone.

Item not received (INR) claims are one of the most common forms of online delivery fraud in e-commerce today. While some cases are genuine, others fall into **friendly fraud** (where customers tell their credit card companies they haven't made the purchase listed on their statement, but in fact, they have) or **deliberate package delivery fraud**.

Spotting Delivery Fraud: Key Red Flags

Not every claim is fraudulent – but patterns matter

1. Vague or inconsistent information

- “I didn't receive it” with no detail
- Avoids basic questions
- Story changes over time

3. Lack of cooperation

- Won't check with neighbours or household
- Refuses to contact the carrier
- Legitimate customers typically engage.

5. Repeat INR claims

Requests refund before investigation

- Multiple “item not received” claims
- History of refunds or replacements
- One of the strongest fraud indicators.

Operational checks help protect e-commerce businesses from delivery fraud by ensuring strong evidence and spotting risk signals. Key proof includes delivery confirmation with GPS data, photos, signatures, and consistent timestamps. GPS plus photos are especially effective.

The challenge?

Protecting your business without damaging customer trust.

At SAMOS, we help e-commerce brands strike that balance every day. The key is having a **clear, consistent framework** to assess every claim.

What You'll Learn:

- How to identify delivery fraud red flags
- Behaviour patterns linked to friendly fraud
- Operational checks to protect your business
- Best practices to prevent INR claims and package delivery fraud

2. Immediate pressure for a refund

- Requests refund before investigation
- Uses urgency or threats (“I'll chargeback”)
- A common friendly fraud tactic is to rush your process.

4. Aggressive tone early on

- Mentions legal action or bad reviews immediately
- Often used to pressure quick refunds.

6. Suspicious delivery requests

- “Leave in porch / behind bin / no signature”
- Followed by INR claim
- Creates plausible deniability in package delivery fraud.

Structured friction naturally filters out fraudulent claims. In many friendly fraud cases, behaviour changes when you introduce a process. Ask for evidence, request a police report or a signed declaration, and you may find the claim deescalates quite quickly.

Preventing Delivery Fraud: Best Practices for E-commerce



1. Use signatures for high-value orders

A small step that significantly reduces fraud risk.

3. Set clear policies upfront

Communicate clearly:

- Delivered orders are investigated before refunds
- Customer cooperation is required
- Clear policies reduce friendly fraud attempts.

5. Use formal INR declarations

Ask customers to sign an Item Not Received (INR) affidavit

- Fraudsters often disengage at this stage.

Balancing Fraud Prevention with Customer Experience

Not all claims are fraud.

Genuine issues include:

- Mis-delivery
- Parcel theft (porch piracy)
- Carrier errors

The goal is simple:

Filter risk – don't punish genuine customers.

2. Require delivery photo confirmation

Work with carriers that provide proof-of-delivery.

4. Build an internal risk system

- Repeat offenders
- Suspicious addresses
- Known reshipping locations

6. Start with carrier investigations

Instead of immediate refunds:

“We've opened an investigation with the carrier.”

- Slows down online delivery fraud attempts.

A Practical Approach

- Start polite and helpful
- Introduce process gradually
- Stay consistent and professional
- Offer goodwill when it makes business sense

Need Support?

SAMOS helps e-commerce businesses simplify shipping, reduce risk, and stay in control of delivery challenges.

If you'd like:

- Expert guidance on delivery fraud prevention
- Customer communication suggestions
- Support handling complex INR claims

Get in touch with a logistics expert today

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Final Thoughts

Handling item-not-received (INR) claims doesn't have to be a guessing game. With the right processes in place, you can reduce package delivery fraud, deter friendly fraud, protect your margins, and maintain customer trust.