



# Crystal clear: How Sicredi avoided 22% of chargebacks

CASE STUDY ● ETHOCA CONSUMER CLARITY™

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***Bringing item-level receipts and clearer merchant information into our app changed the experience. Our cardholders feel more confident when they check their transactions — and they need our help less often.***

Virginia Silva da Cunha  
Head of Payments, Sicredi

## Introduction

The best support is the kind you don't have to ask for. That approach shaped Sicredi's latest collaboration with Mastercard, implementing Ethoca Consumer Clarity™ to help members get clearer purchase information, when and where they need it. As one of Brazil's largest and most progressive credit unions, Sicredi has always prioritized transparency — guided by its cooperative model, strong community roots and more than 100 years of supporting the financial well-being of its members.

## The challenge

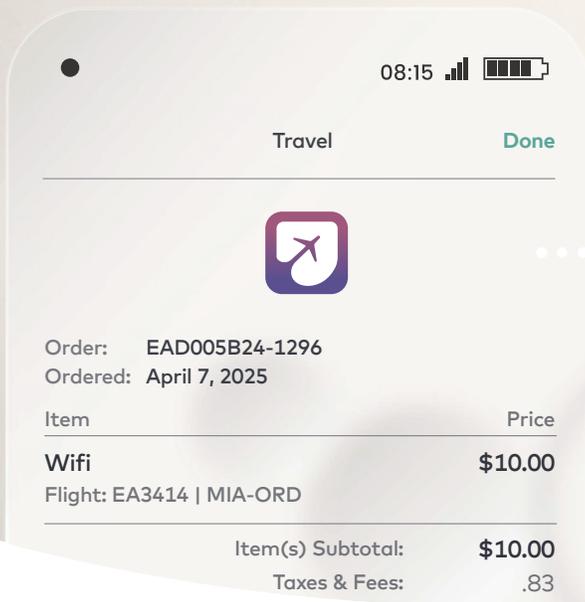
Sicredi was experiencing a rise in friendly fraud — legitimate transactions mistakenly flagged as fraud — simply because cardholders didn't recognize them. In Brazil, where banking apps often display limited merchant information, cardholders are left confused. That confusion led to frequent calls and disputes.

The result was a system that strained internal teams and left cardholders without the clear answers they needed, all stemming from a lack of transaction clarity. For Sicredi, this meant increased operational costs and unnecessary friction.

## The execution

To address growing confusion and dispute volume caused by unrecognized transactions, Sicredi implemented Ethoca Consumer Clarity™, a unified solution that enhances transaction data. Importantly, it provides merchant details and digital receipts, giving cardholders and teams supporting them the information they need.

Sicredi was among the first issuers in Brazil to bring this level of transparency to everyday banking. And because the solution supports all card transactions, not just Mastercard, that visibility is extended across its entire cardholder base.



### ● DIGITAL RECEIPTS

Allow cardholders to access a digital receipt displaying SKUs, quantities and itemized totals.

22%

of potential chargebacks avoided

1 in 4

cardholders engaging with Digital Receipts in 3 months

86%

call center search match rate for high accuracy

In March 2023, Sicredi began its engagement with Mastercard by giving support teams real-time access to transaction details — helping them resolve cardholder questions faster using the Call Centre solution. After seeing strong results, the team moved to a full rollout, embedding the solution directly into support workflows.

By March 2025, that same clarity had been brought to the digital banking experience. Sicredi added Merchant Details — which displays the merchant’s name, category and logo — and Digital Receipts, which allow cardholders to access a digital receipt displaying SKUs, quantities and itemized totals. These features gave cardholders a clearer view of every purchase right inside the app.

### The results

Within a few months, the impact was unmistakable. From March to June 2025, Sicredi avoided 22% of potential chargebacks. The takeaway was clear: cardholders had more information and were disputing fewer purchases as a result.

Engagement with Digital Receipts was strong from the start. During the initial rollout, one in four (25%) cardholders had interacted with a receipt.

For Sicredi’s customer support teams, the effect was just as clear. With access to richer transaction data, including Merchant Details and Digital Receipts, agents were better equipped to help cardholders resolve disputes quickly and accurately. Adoption of the tools grew, with total searches rising by 3%, and clicks on results increasing by 10%, suggesting agents were finding more relevant information, faster.

### Key takeaway

Sicredi’s partnership with Mastercard shows how smarter visibility can reduce friction and build trust. By implementing Ethoca Consumer Clarity™ across both its call center and digital banking channels, Sicredi delivered a more seamless, transparent experience for cardholders — and saw a measurable drop in chargebacks as a result.

