



Riskified Brings Identity Risk Intelligence to Zendesk, Helping Retailers Stop Returns Fraud Without Sacrificing Customer Experience

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Riskified Identity Risk Intelligence equips Zendesk Industry Agents with insights drawn from billions of orders, claims, and chargebacks, helping retailers identify abuse and resolve legitimate claims with confidence

NEW YORK--(BUSINESS WIRE)--Sep. 15, 2026-- [Riskified](#) (NYSE: RSKD), a global leader in ecommerce fraud detection and risk intelligence, today announced a new partnership with [Zendesk](#) that brings its Identity Risk Intelligence directly into Zendesk's customer service workflow. The integration gives human and AI support agents real-time signals, helping retailers resolve legitimate claims faster while curbing returns and refund abuse that drains revenue.

According to the [National Retail Federation](#), U.S. retailers saw \$849.9 billion in returns in 2025, approximately 9% of which were fraudulent. Based on those figures, Riskified calculates that return fraud costs U.S. retailers approximately \$76.5 billion, and the losses are far higher when accounting for global returns fraud. Shoppers admit it too: one in four acknowledge wardrobing or bracketing, and roughly one in five admits to decoy returns, empty-box returns, or label tampering. For customer service teams, every claim carries the same dilemma: honor it and risk rewarding abuse, or scrutinize it and risk frustrating a good customer.

This integration addresses that dilemma with an Identity Risk Category built directly into the Zendesk agent experience. When a customer submits a service request, Zendesk calls the relevant specialist AI Agent. For example, an AI Refund Claims Agent that analyzes the identity and behavioral signals behind the individual requesting the refund.

Drawing on billions of orders and associated claims and chargebacks across Riskified's global merchant network, the integration reveals patterns a single merchant's order history may miss. A shopper unfamiliar to one retailer may have an established history elsewhere, helping agents recognize trusted customers and identify potential abuse with greater confidence. For example, a high-risk identity would show multiple accounts, mismatched addresses, or a history of claims elsewhere that only becomes visible at the network scale. Across all merchants analyzed, 78% of purchasing customers already had a history on Riskified's global network, providing context beyond an individual merchant's own customer relationships.

"Riskified Identity Risk Intelligence helps eliminate the false choice between protecting the business and delivering an exceptional customer experience. By integrating Riskified's intelligence directly into our Specialized AI Agents, we can help agents instantly distinguish trusted shoppers from potential risk, enabling them to resolve legitimate claims with greater confidence and speed," said Colin Murphy, Chief Customer Officer at Zendesk.

"Customer service teams shouldn't have to choose between protecting the business and serving good customers," said Jeff Otto, CMO at Riskified. "By bringing real-time risk intelligence directly into Zendesk, agents get instant, data-backed guidance. They can resolve legitimate claims immediately and block fraud early, without adding friction for honest buyers."

Riskified Identity Risk Intelligence for Zendesk helps merchants:

- **See risk in real time and resolve claims faster:** Riskified assesses every service request against its identity graph, giving Zendesk Industry Agents a clear Identity Risk Category and supporting indicators before they respond, and cutting time to resolution on refund, return, and order-change requests.
- **Balance trust and friction:** Low-risk customers move through auto-approvals with VIP treatment. High-risk requests are routed for additional review, without slowing everyone in between.
- **Catch fraud a single merchant can't see:** Network-level identity resolution surfaces abuse patterns, like one identity operating dozens of accounts, invisible in a single merchant's data alone.

The integration fits how merchants are already onboarded: Riskified builds initial graph connectivity from existing user and order data on install, then deepens as merchants add historical claims, chargebacks, and live order data over time. This integration will be generally available to Zendesk customers in November 2026.

About Riskified

Riskified (NYSE: RSKD) empowers businesses to unleash ecommerce growth by outsmarting risk. Many of the world's biggest brands and publicly traded companies selling online rely on Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention. Developed and managed by the largest team of ecommerce risk analysts, data scientists, and researchers, Riskified's AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights. Learn more at [riskified.com](#).

About Zendesk

Exceptional service means never having to repeat yourself, whether you are a customer seeking help or an employee looking for answers. Zendesk orchestrates every service experience—wherever work happens—by powering an autonomous service workforce of AI agents, automation, and human expertise so every moment feels continuous, personal, and focused on real resolution. The Zendesk Resolution Platform unifies your workforce into a single system that improves with every interaction. Our discipline is simple: AI is the means, outcomes are the identity and enduring

relationships are the result.

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