

## JoTo PR Takes Note of eCommerce Threat, Signs eConsumerServices in Effort to Combat Chargebacks

*JoTo PR has signed eConsumerServices as a client to bring awareness to the need for a solution in regards to chargeback disputes affecting the viability of the eCommerce industry. eConsumerServices works as a third party administrator to streamline the refund process with the merchant on behalf of the unsatisfied customer.*

**(Clearwater, FL) June xx, 2014** – E-commerce is booming, with sales expected to reach \$482.6 billion in North America in 2014 (1). But with that has come a direct parallel of fraud-related chargebacks – total global payment card fraud losses were \$11.3 billion in 2012, and fraud-related chargebacks accounted for nearly half of that amount (2). In an effort to diversify clientele, JoTo PR has signed eConsumerServices on as a new client. eConsumerServices is a self-labeled “online mediator” between unsatisfied customers and merchants.

Recent reports by the Census Bureau Department of Commerce estimated figures of retail e-commerce for the first quarter of 2014 to be \$71.2 billion. This number is a 15% increase from the e-commerce figures in the same period during 2013. (2) One disadvantage of e-commerce is that online purchases do not warrant as much of a close relationship with customer service as in-person retail purchases do.

“As online shopping transactions increase in frequency, the need for a service that will resolve transactions with timely and personal customer service grows in urgency,” said Karla Jo, CEO of JoTo PR.

The average consumer spends anywhere between 53 minutes to 4 hours navigating the refund process in lieu of an unsatisfactory purchase. (3) eConsumerServices starts the resolution and refund process immediately upon receiving the claim from a consumer, which leads to the refund being given within 24 hours of filing.

JoTo PR will be employing their expertise in finance to help eConsumerServices reach its mass market of online consumers.

For more information about JoTo PR, including the various services and free resources available from the [PR agency](#), visit [www.jotopr.com](http://www.jotopr.com).

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*About JoTo PR:*

Based in Tampa Bay, Florida, JoTo PR is an established public relations agency founded by PR veterans and innovators Karla Jo Helms and Diane D. Stein. JoTo

blends proven traditional PR strategies with the latest digital communications methods to deliver the best advantages of both worlds, helping companies reach their target markets via the media much faster and more effectively. JoTo's holistic approach to public relations services begins with strategic business PR planning and leads to a fully integrated program that is designed to optimize communication, improving return on investment (ROI) for a company's marketing dollars while expanding business opportunities. The firm also specializes in crisis management public relations. For more information, visit JoTo PR online at [www.jotopr.com](http://www.jotopr.com).

#### *About eConsumerServices:*

eConsumerServices was initially formed in 2009, but was focused overseas in the European market. However, over the last 12 months, eConsumerServices has developed a market in the USA, and is picking up speed. eConsumerServices specializes in promptly resolving consumer problems as they relate to eCommerce purchases. The company was formed after its sister company, [Chargebacks911](#), surveyed 2,100 consumers who had filed chargebacks, discovering that an overwhelming number of merchants' customers who had filed chargeback disputes had gone to their banks because the merchants didn't offer a fast and efficient support option. Customers were looking for a place that would resolve their inquiry. eConsumerServices was created to serve such customers. Co-founder Monica Eaton-Cardone established eConsumerServices because she felt that it was important to have one company for merchants and one company for consumers. With this, the issuers would be kept out of the dispute—issuer involvement in disputes leads to higher costs, which eventually affect consumers. eConsumerServices is an online service that acts as a mediator between merchants and consumers in helping to resolve transaction disputes. To learn more about eConsumerServices and its services, visit [www.econsumerservices.com](http://www.econsumerservices.com).

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2. "Skimming off the Top." *Economist.com*. *The Economist Newspaper*, 15 Feb. 2014. Web. 13 Mar. 2014. [economist.com/news/finance-and-economics/21596547-why-america-has-such-high-rate-payment-card-fraud-skimming-top](http://economist.com/news/finance-and-economics/21596547-why-america-has-such-high-rate-payment-card-fraud-skimming-top).
3. Web. 23 May 2014. [.census.gov/retail/mrts/www/data/pdf/ec\\_current.pdf](http://.census.gov/retail/mrts/www/data/pdf/ec_current.pdf)
4. "About Us." eConsumerServices. N.p., n.d. Web. 23 May 2014. <[econsumerservices.com/about-us/](http://econsumerservices.com/about-us/)>.

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