

Descriptor Fix Checklist — Reduce confusion disputes 12–18% with clarity

MerchantGuard™

CLARITY WINS

Be recognizable on the statement

Updated 2025-09-09 • Approx. 10–20 min read

Confusion disputes drop when your descriptor and contact paths are obvious and consistent.

Who this is for

- Direct-to-consumer & subscriptions
- Businesses with growing friendly-fraud

What you'll get

- Clean, consistent descriptor across PSPs
- Fast support paths reduce disputes
- Track pre-dispute contacts in CRM

Contents

1. Descriptor anatomy & examples
2. Contact info & response SLAs
3. Email/SMS receipts & support links
4. A/B tests and measurement
5. Rolling QA checklist

Quick start (10 minutes)

1. Set descriptor + phone that match the site
2. Put support link on receipts and statement page
3. Measure dispute type mix monthly

GuardScore™ tie-ins

- GuardScore™ friendly-fraud and disputes modules

Educational readiness tools. Thresholds and fees vary by acquirer. Not legal or financial advice.

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