

How Chargeflow Increased Chargeback Win Rates by 39.5% for Creative Home Designs

Optimizing Efficiency: Automating Chargeback Disputes with Chargeflow.

creativehome
by Müge Bilgen

39.5% ↗

Increased win rate

45%

After win rate

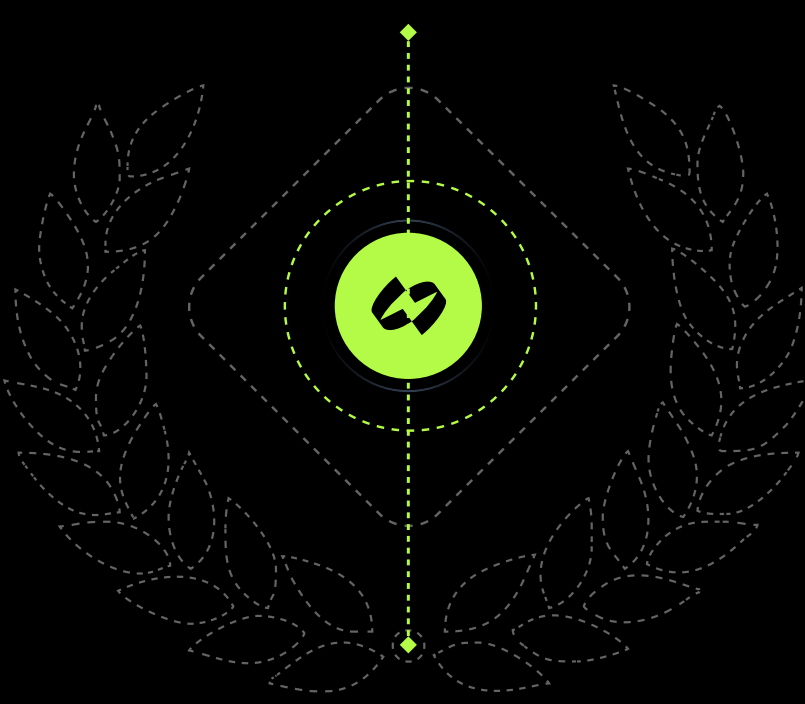
\$170.27

Per dispute savings



“Chargeflow’s automation has significantly eased our chargeback process, **saving us time and effort.**”

ALPER BILGEN
CREATIVE HOME DESIGNS



39.5% ↗

Increased Win Rate

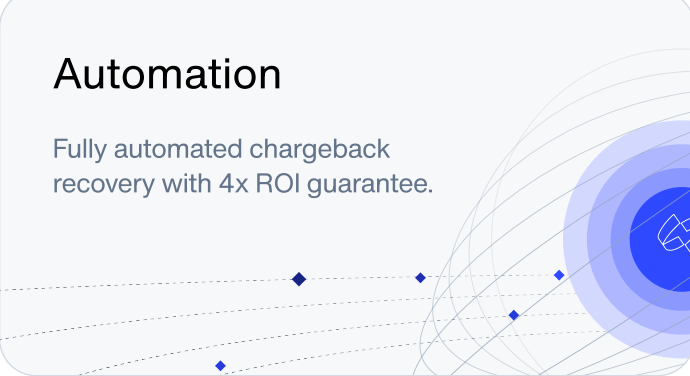
45%

After Win Rate

\$170.27

Per Dispute Savings

Products Used



Overview

In the ever-evolving landscape of eCommerce, not even industry front-runners like Creative Home Designs are spared from complex challenges. Foremost among these was the exhaustive and resource-intensive process of chargeback management. Far from being a minor setback, this issue posed a genuine barrier, risking a slowdown of their entire eCommerce operations.

Challenge

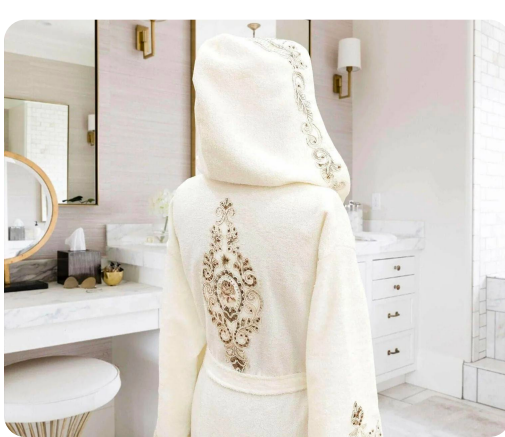
Navigating the Chargeback Dilemma

Eager for an effective solution, Creative Home Designs found their answer in Chargeflow’s Chargeback automation platform. Using Chargeflow’s native Shopify integration they were able to instantly provide all the required information for compelling evidence disputes. The immediate appeal? The sheer level of automation combined with a user-friendly interface, which Creative Home Designs found particularly useful. No more manual evidence collection and submissions, no more painstaking preparations — just seamless, automated processes.



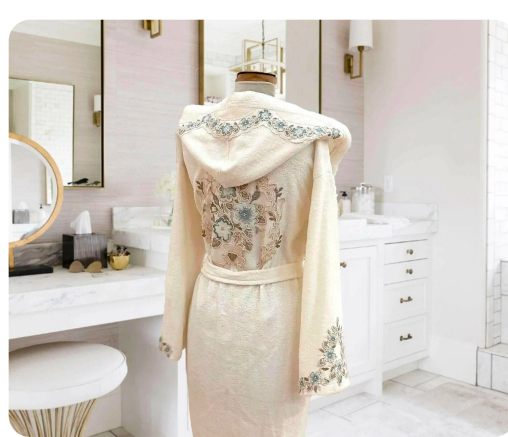
Product 01

Personalized Initial Lyra Bathrobe (Her)



Product 02

Personalized Initial Lyra Bathrobe (Her)



Product 03

Personalized Initial Lyra Bathrobe (Her)

Solution

Where Precision Meets Automation

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Results

Tangible Time-Savings and an Eye on the Future

Adopting Chargeflow drastically slashed the hours previously devoted to preparing rebuttal letters, which were significantly reduced, increasing operational efficiency. Furthermore, their win rate also experienced a massive increase, jumping a whopping 39.5% post-implementation of Chargeflow’s solution. While this spike in the win rate was significant, Creative Home Designs continues to monitor performance, confident of harnessing even better results, backed by Chargeflow’s robust monitoring tools

Before Win Rate

32.26%

After Win Rate

45%

Increased Win Rate

39.5% ↗

Saved on average

\$170.27 per dispute

“Chargeflow’s automation has significantly eased our chargeback process, **saving us time and effort.** While we’re still monitoring win rates, **the system’s efficiency and professionalism stand out.** We’re looking forward to future enhancements in fraud and detection and pricing.”

ALPER BILGEN
SALES DIRECTOR, CREATIVE HOME DESIGNS

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