

Kyte Boosts Chargeback Win Rate by 108% with Chargeflow

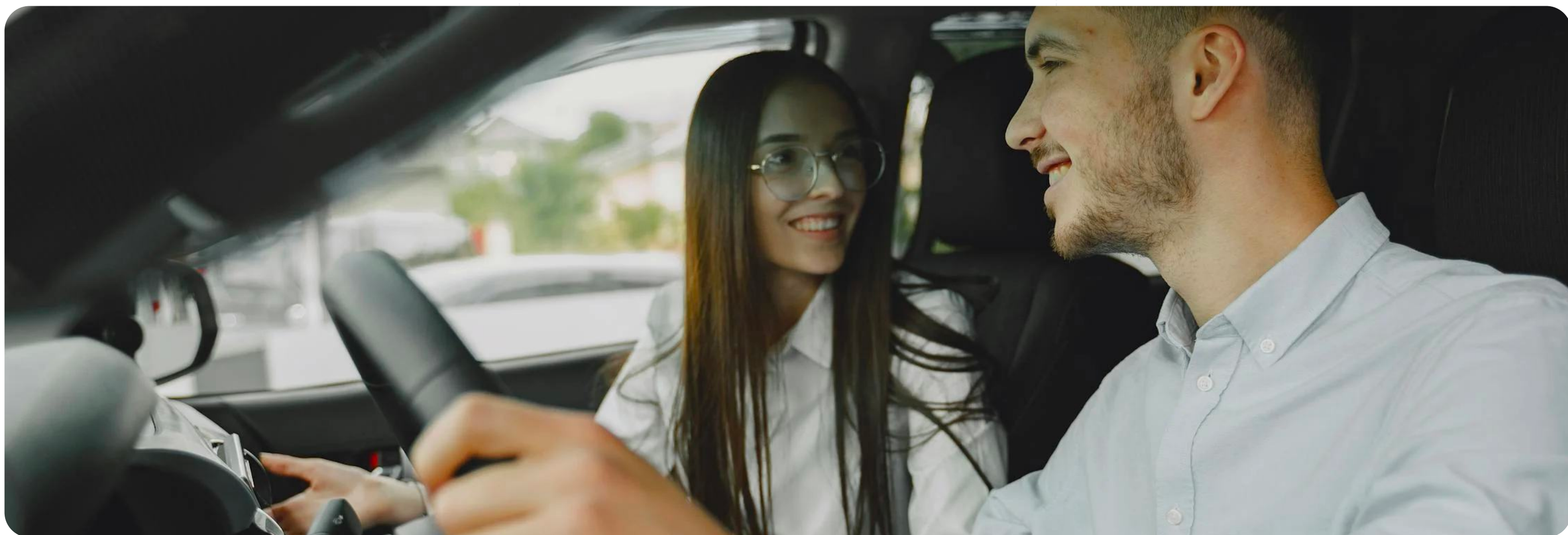
Automating Chargeback Success: How Kyte Streamlined Dispute Management with Chargeflow

108.42% ↗

Win rate improvement

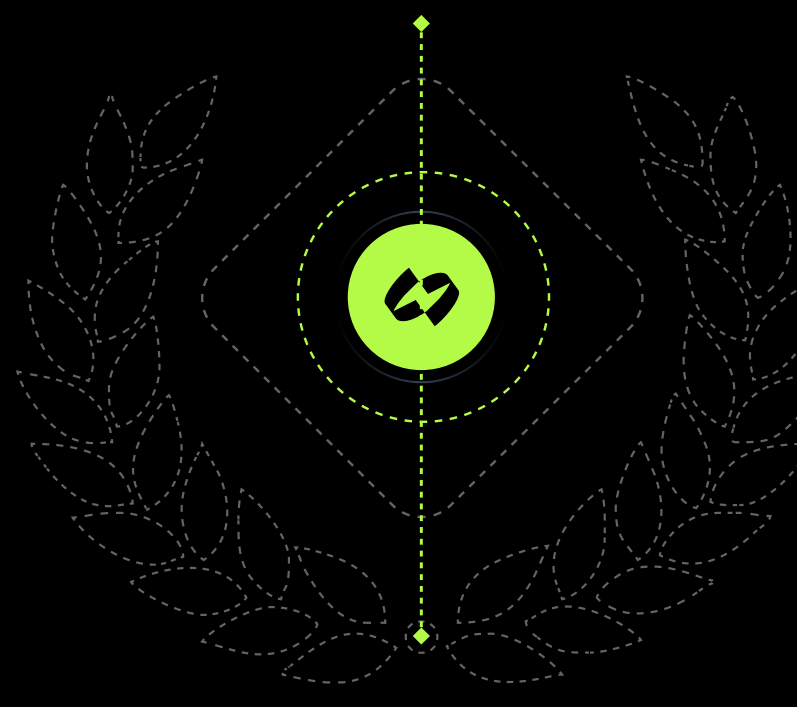
328h : 40m

Time saved



"Chargeflow has been a game-changer for us, boosting our chargeback win rate by 108%."

NIKHIL KAMOJI
HEAD OF PAYMENTS & RISK, KYTE



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Win Rate Improvement

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Time Saved

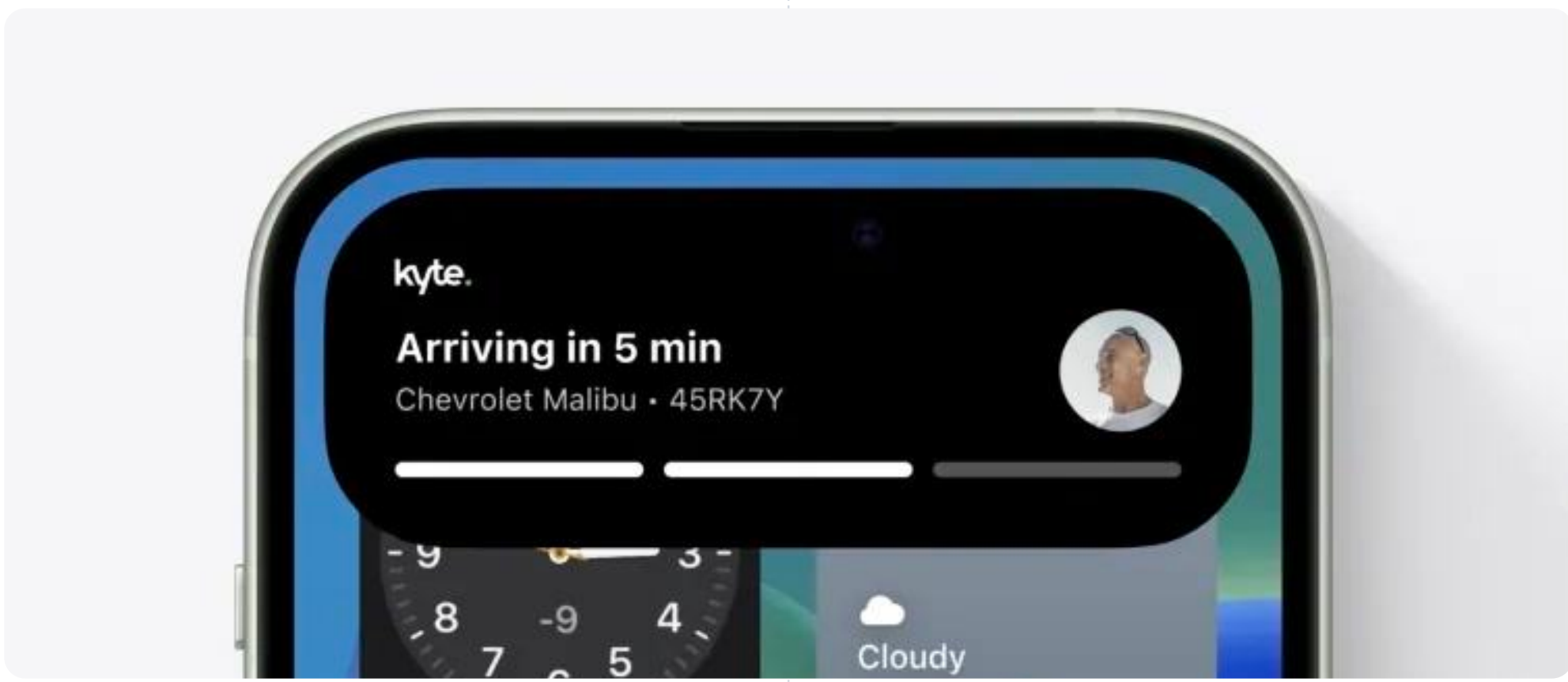
Products Used

Automation

Fully automated chargeback recovery with 4x ROI guarantee.

Kyte's Journey

Kyte has reinvented the car rental industry enabling the freedom to travel and have cars delivered or picked up at hotels, Airbnb's, or airports, for a day, a few days, or even a few weeks. They challenge the large existing market and bring a hassle-free experience unlike traditional car rental experiences, including long lines and inconvenient pick-up locations. Leveraging the perfect balance of technological and operational excellence, Kyte ensures a seamless and stress-free customer experience.



Problem

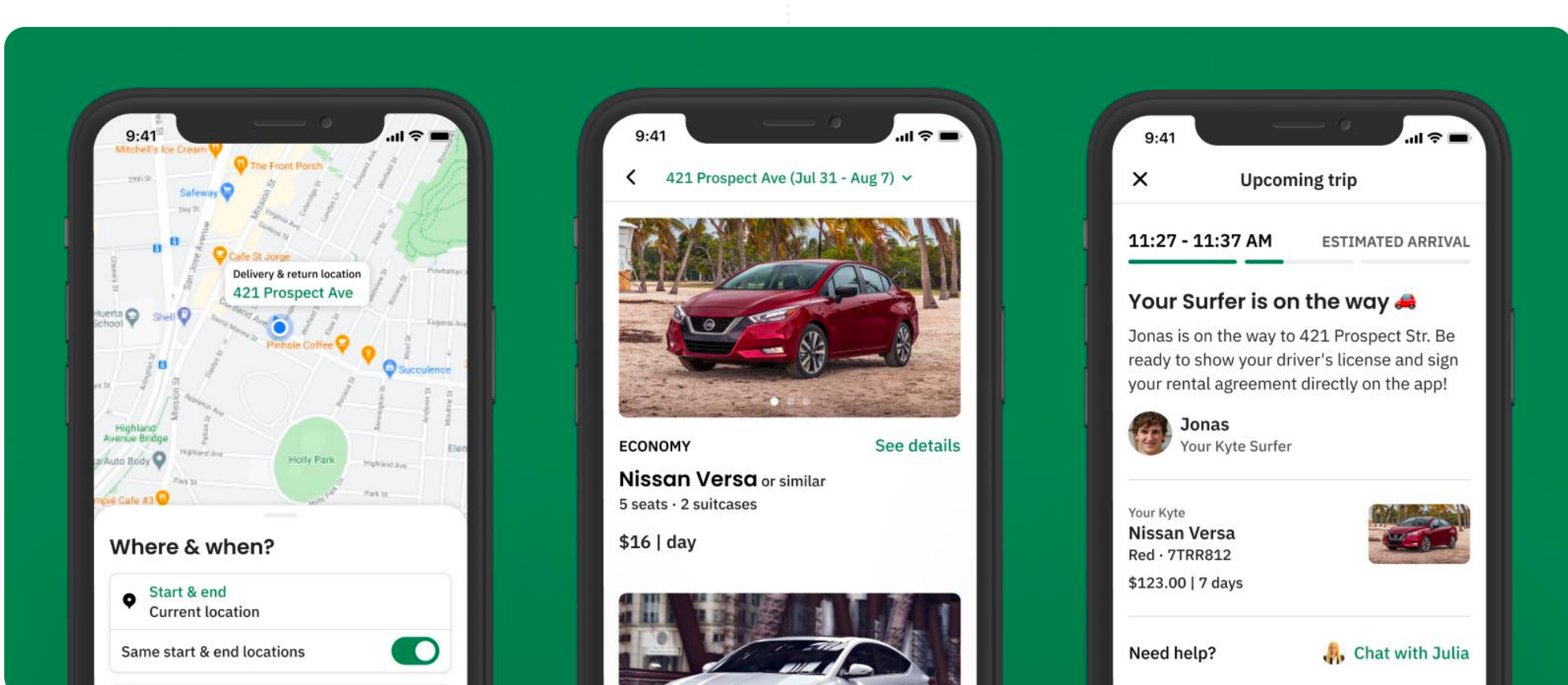
No Expert to Improve Chargeback Management & Win Rates

Last year, Kyte saw a sharp increase in chargebacks, particularly during the holiday season when fraudulent activity increased. This spike in chargebacks resulted in higher chargeback rates and lower win rates. Although operational changes were implemented to address the issue, the need to better identify and address specific evidence collection remained. Manual submission of evidence, including IP addresses, and vehicle searches, was cumbersome and often incomplete. Kyte looked for solutions that could automate these processes and leverage expert knowledge to improve chargeback management and win rates.

Solution

Implementing Chargeflow

Kyte has a dedicated contractor to upload evidence daily and monitor their chargebacks weekly. The business operations team at Kyte monitors the chargeback trends weekly, and on a higher level monthly. Additionally, Chargeflow's Head of Customer Success helps Kyte identify trends such as high-value repeat offenders. While Kyte uses its internal dashboards for daily operations, Chargeflow's ability to greatly increase its chargeback win rate is highly valuable in supporting its busy and active business.



Results

Streamlined Recovery and Enhanced Fraud Prevention

Chargeflow has significantly improved Kyte's chargeback handling and recovery process with its expertise and automation. Equipped with Chargeflow's solutions, Chargeflow has given Kyte the tools to effectively manage and recover substantial revenue, ultimately improving its operational efficiency and customer satisfaction.

With the recent release of Chargeflow Insights, Kyte can uncover even deeper patterns in their chargeback process, helping reduce or eliminate repeat offenders and fraudsters. This further strengthens their approach to chargeback management and ensures resilience and security in their thriving growing operations.

Before Chargeflow	After Chargeflow
1 Too much time and resources spent manually handling chargebacks.	328 hours and 40 minutes total eliminating manual handling.
1 Chargeback win rate needed improvement.	108.42% Chargeback Win Rate Improvement
1 High operational overhead with extensive backlogs	Significantly reduced associated cost of managing chargebacks

Conclusion

Empowering Growth Through Optimized Chargeback Solutions

Since implementing Chargeflow, Kyte has seen significant improvements in chargeback win rates and operational efficiencies. By automating their evidence collection and submission and leveraging Chargeflow's expert insights, Kyte has achieved outstanding revenue and time savings, allowing them to focus on delivering a better customer experience. The Chargeflow solution has empowered Kyte to effectively manage chargebacks, especially during peak fraud periods, to guarantee continued growth and customer satisfaction.

"Chargeflow has been a game-changer for us, boosting our chargeback win rate by 108%. The hundreds of hours saved through automation have allowed us to allocate resources more efficiently and scale our business confidently, knowing we have Chargeflow's support during peak fraud periods."

NIKHIL KAMOJI
HEAD OF PAYMENTS & RISK, KYTE

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