

How Wow Vegas Scaled Chargeback Wins by Nearly 60% with Chargeflow's Automation

Chargeflow's AI Automation Helped Wow Vegas Save 18,000 Hours, Streamline Disputes, and Increase Revenue.



58.25%

Chargeback Recovery Rate

18K hrs

Hours Saved Through Automation

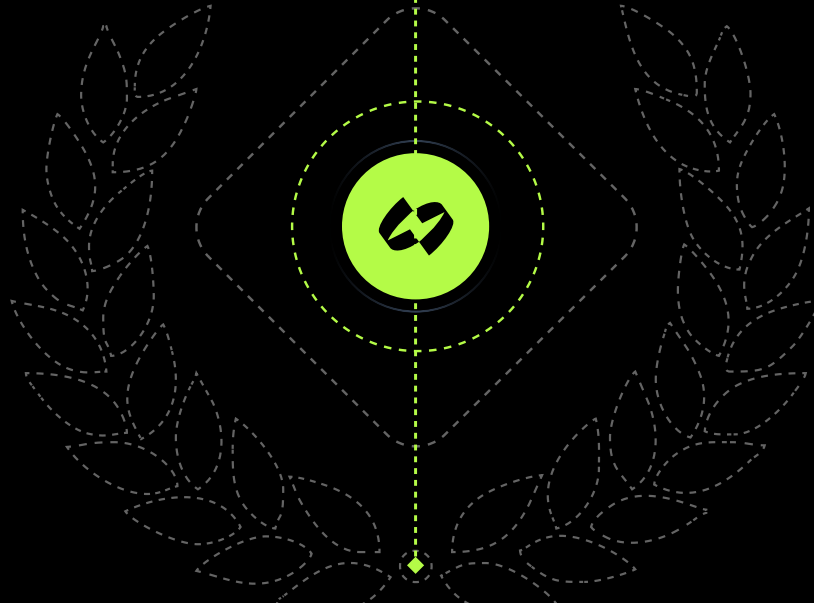


Maximized Dispute Success Rates



"Chargeflow revolutionized our chargeback process with automation, ease of use, and seamless disputes - saving time and boosting win rates. An invaluable tool for any online gaming platform."

IOANA TURCANU
PAYMENTS OPS AND CHARGEBACK MANAGER OF WOW VEGAS



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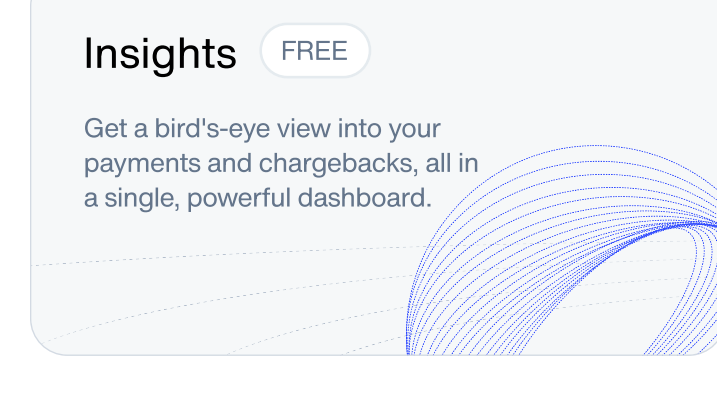
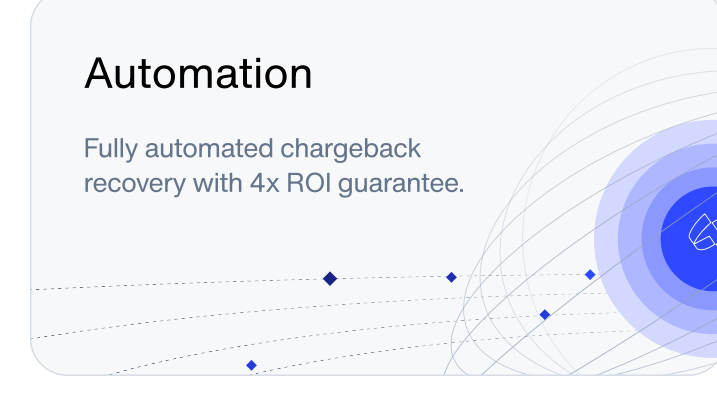
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Maximized Dispute Success Rates

Products Used



Overview

Wow Vegas is a leading online social casino in the U.S., offering a variety of slot games and casino-style entertainment. Unlike traditional real-money casinos, Wow Vegas operates on a social gaming model where players use virtual currencies – Wow Coins and Sweep Coins – rather than cash. While this model provides a unique gaming experience, it also presents challenges, particularly in managing chargebacks. As the platform grew in popularity, so did disputes over virtual currency transactions, prompting Wow Vegas to seek an efficient and scalable solution.



Problem

Battling Chargebacks and Revenue Loss

Managing chargebacks manually became increasingly difficult for Wow Vegas. Several key issues made dispute resolution difficult and time-consuming:

- **Frequent Chargebacks:** As with many companies in the gaming industry, players regularly dispute virtual currency purchases claiming unauthorized transactions.
- **Friendly Fraud:** Some users falsely claimed unauthorized transactions or attempted to reverse legitimate transactions.
- **Resource-Heavy Dispute Management:** Handling chargebacks manually drained internal resources, diverting focus from core operations.
- **Complex Payment Network Rules:** Each payment provider had different chargeback policies, making compliance challenging.
- **Revenue Loss:** Inefficient dispute handling resulted in substantial financial setbacks.
- **Scaling Issues:** As Wow Vegas expanded, handling increasing dispute volumes became more difficult and time-consuming.
- **Reputation Risks:** A high chargeback rate threatened their relationships with payment processors and customer trust.
- **Processor Penalties:** Exceeding chargeback limits puts Wow Vegas at risk of higher fees or account suspensions.

Solution

Automating Chargeback Management for Maximum Recovery

To address these challenges, Wow Vegas partnered with Chargeflow to automate and enhance its chargeback management. Chargeflow's AI-driven platform streamlined the dispute process, improving win rates and reducing manual effort.

Key features that contributed to their success included:

- **Seamless Chargeback Evidence Automation:** Chargeflow compiled critical documents, such as email communications, receipts, and proof of purchase, to build stronger cases.
- **AI-Driven Chargeback Intelligence:** Chargeflow's intelligence system analyzed dispute trends and optimized responses for maximum effectiveness.
- **Dynamic Chargeback Response Optimization:** The platform customized dispute responses based on chargeback type, reason codes, and payment processor requirements.
- **Effortless Payment Dispute Handling:** Chargeflow ensured smooth dispute handling across multiple payment processors.
- **Advanced Chargeback Insights & Analytics:** Wow, Vegas gained valuable insights into chargeback trends, which helped them proactively address potential issues before they escalated.

Results

How Chargeflow's Chargeback Automation Helped Wow Vegas Maximize Dispute Resolution

By integrating Chargeflow, Wow Vegas significantly improved its chargeback management, leading to measurable benefits:

- **58.25% Chargeback Recovery Rate:** Chargeflow's automation and data-driven strategies helped Wow Vegas recover a substantial portion of disputed transactions.
- **18,000 Hours Saved Through Automation:** Automating dispute management reduced manual workload, allowing the team to focus on growth and customer engagement.
- **Streamlined Chargeback Operations:** A structured chargeback framework streamlined internal workflows, improving dispute response times and success rates.
- **Strategic Chargeback Intelligence & Optimization:** Chargeflow's analytics provided actionable insights, enabling Wow Vegas to refine policies and mitigate future disputes.
- **Maximized Dispute Success Rates:** More chargebacks were successfully overturned, strengthening the company's financial position and reinforcing customer trust.



The Game-Changer: How Chargeflow Transformed Wow Vegas' Chargeback Success

With Chargeflow, Wow Vegas transformed its chargeback management, reducing revenue losses and operational burdens while enhancing efficiency. The company continues to leverage Chargeflow's AI-driven automation and analytics to refine its strategies, ensuring long-term success in chargeback prevention and recovery. By optimizing dispute management, Wow Vegas has not only improved its financial health but also strengthened its reputation with both players and payment processors.

"Chargeflow has transformed the way we handle chargebacks. The automation, ease of use, and seamless dispute process have saved us countless hours and improved our chargeback win rates. It's an invaluable tool for any online gaming platform dealing with frequent disputes."

IOANA TURCANU
PAYMENTS OPS AND CHARGEBACK MANAGER OF WOW VEGAS

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