

HomeFi Boosts Chargeback Recovery by 96% and Saves 175 Hours with Chargeflow Automation



Scaling Smart: How HomeFi Reclaimed Time, Revenue, and Focus with Chargeflow

96%

Chargeback Recovery

2x

Recovery from 23% to 45%

175 hrs

Hours Saved



"With Chargeflow, we don't waste time on disputes - it just works, and our recovery rate has never been higher."

ROBERT ANTHONY
VP OF ACCOUNTS & BILLING, HOMEFI



96%

Chargeback Recovery

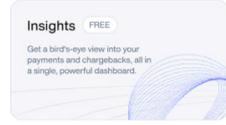
2x

Recovery From 23% To 45%

175 hrs

Hours Saved

Products Used



Overview

HomeFi, a fast-growing internet service provider, offers high-speed wireless connectivity for both home and travel use. With over 11,000 monthly subscribers and a strong focus on competitive pricing and reliability, HomeFi has stood out in the ISP market since its founding in 2021.

HomeFi is naturally more exposed to disputes and chargebacks as a subscription-based business, many triggered by forgotten cancellations or miscommunications. With Chargeflow, they've turned what was once a recurring operational burden into an automated and efficient system that drives results.



Challenge

Subscription Chargebacks Were Draining Time and Revenue

Recurring payments are the lifeblood of HomeFi's business, but they also introduce unique vulnerability. The most common disputes they face stem from customers forgetting to cancel their subscriptions and then filing chargebacks, claiming they didn't authorize the payment.

Before Chargeflow, managing disputes required valuable time from the internal team. Response deadlines, evidence gathering, and inconsistent follow-through meant recoverable revenue was often lost.

Solution

Full-Funnel Automation Through Chargeflow

Chargeflow replaced HomeFi's manual workflows with a fully automated dispute response system. From strategy to submission and tracking, Chargeflow now handles the end-to-end dispute process - freeing the internal team to focus on customer experience and product delivery.

Seamless Integration, Real-Time Visibility and Smarter Dispute Handling

With Chargeflow directly into their customer management systems, HomeFi gained a smarter way to respond to disputes. The platform provides instant access to customer data, timestamps, and communication logs, making it easy to generate compelling responses to "Subscription Cancelled" disputes, which represent the bulk of HomeFi's chargebacks.

The dashboard gives the team daily visibility into dispute status, recovery performance, and win rate trends. This "pulse check" helps them stay proactive without micromanaging each case.

"The dashboard eliminates the worry that often revolves around revenue loss due to unmitigated chargebacks and inefficient processing procedures."

Results

More Wins, More Time, More Revenue

Since switching to Chargeflow, HomeFi has seen meaningful performance gains:

At a Glance:

- Recovery rate nearly doubled from 23% to 45%.
- 96% improvement in dispute win performance.
- 175 hours saved, no longer spent chasing chargebacks.
- Consistent submissions have improved overall revenue retention.
- Internal resources refocused on improving service, not managing disputes.



Conclusion

Chargebacks, Now a Silent Value Engine

With Chargeflow, HomeFi no longer sees chargebacks as a drain on time or resources. They've streamlined their dispute operations, recovered lost revenue, and empowered their team to focus on what matters most - delivering fast, reliable internet to thousands of customers.

Chargeflow now runs quietly in the background of their billing infrastructure, delivering tangible value, one recovered chargeback at a time.

"Chargeflow completely changed the way we handle chargebacks. We've saved 175 hours, doubled our recovery rate and eliminated the stress of constantly chasing disputes. The platform runs quietly in the background, monitoring every case, pulling the data, building evidence, and submitting it - all without us having to lift a finger."

ROBERT ANTHONY
VP OF ACCOUNTS & BILLING, HOMEFI

JOIN THE CHARGEBACK REVOLUTION.

300%

Increase in win-rate, on average

4X

ROI Guarantee

90%

Average reduction in chargebacks

GET STARTED NOW

