

Client Success Story

A Top 5 Movie Theater Company Recovers Over \$641K With 100% Chargeback Coverage

Company Facts

Location — USA

Industries — Entertainment

Industry Overview

Our client is a leading global movie theater chain, known for providing exceptional cinematic experiences. With state-of-the-art technology, our client offers audiences worldwide the opportunity to enjoy the latest movies in immersive and comfortable settings.

Challenge



The internal team in our client company did not have the bandwidth nor expertise to effectively handle the chargebacks they were facing. There was only one employee working on chargebacks part-time and little to no tracking of results. The pandemic shifted many payments online and caused a spike in chargebacks from \$440,000 in 2019 to \$2.8M in 2022.

Approach



We provided our client with a tailored solution to tackle industry-specific challenges. Our monthly reports included key metrics like accepted vs. fought chargebacks, win rate, regional trends, and analysis of repeat dispute filers. We uncovered and addressed our client's previously unknown issue of repeat offenders.

Solution



Chargeback Gurus used Smart Chargeback Representation™ and the FPR platform to handle disputes across multiple locations, MIDs and processors, achieving a win rate of 62%. Our data analytics minimized fraud and merchant error chargebacks. Our online reporting and comprehensive dashboards empowered our client with essential insights at their fingertips.

Pre-Arb | Post-Arb
\$1.9M | **\$641k**
Recovered

Pre-Arb | Post-Arb
64% | **27%**
Win Rate

100%
Chargeback Coverage

“Chargeback Gurus is more of a partner than a vendor.”

– Sr. Director Treasury Operations

Request a Demo

[Chargebackgurus.com](https://www.chargebackgurus.com)

Chargeback Gurus helps businesses protect and recover revenue by providing innovative chargeback management solutions, AI analytics, and insights powered by our proprietary FPRONE platform.