

Client Success Story

Major Fashion Accessories Brand Increased Chargeback Coverage from 5% to 100%

Company Facts

Location — USA

Industries — Fashion

Industry Overview

A renowned brand in the timepiece industry, combines classic design with modern functionality to deliver stylish and reliable watches for both men and women.

Challenge



Our client was fighting only 5% of the chargebacks they received. The evidence needed to fight chargebacks was spread across multiple legacy systems, and our client lacked the IT resources necessary for an integrated solution.

Approach



We created a custom onboarding plan to meet our client's needs and rapidly went live to manage their full chargeback volume without an IT lift. Our analysis uncovered that our client had a high percentage of repeat offender fraud across all their US and Canadian outlets.

Solution



Chargeback Gurus utilized Smart Chargeback Representation™ to fight chargebacks more effectively and the FPR platform to aggregate disputes across all BUs, MIDs, processors, and ERPs. We increased the percentage of chargebacks fought from 5% to 100% while maintaining a 60% win rate. Our data science helped minimize fraud and identify and block repeat offenders.

\$526K

Recovered

60%

Win Rate

100%

Chargeback Coverage

“Great work Gurus for bringing our chargeback ratio down fast!”

– Director, Global Risk Management

Request a Demo

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.