CASE STUDY

Elementor Doubles Chargeback Win Rates and Achieves a 90% Reduction in Dispute Resolution Velocity with Chargeflow

ELEMENTOR'S PATH TO CHARGEBACK EFFICIENCY

In the fast-changing world of eCommerce, efficient chargeback management isn't just a requirement, it's a game changer. Elementor, a leading web development platform, faced significant challenges in this area. Their accounts and billing team an essential backbone to their customer experience, struggled to keep up with chargebacks and disputes. Elementor found the solution in Chargeflow, a robust automated platform that integrates seamlessly with their payment stack, modernizing and optimizing their chargeback management. Chargeflow managed to nearly eliminate operational overhead while increasing chargeback win rates and revenues.

CHALLENGE

The Time-Consuming Process Of Handling Chargebacks

Before implementing Chargeflow, the process of handling chargebacks was highly time-consuming. Disputes required compiling documents or presentations, converting them to PDFs, and uploading them to platforms like Stripe or PayPal, which took 20 to 30 minutes. This labor-intensive process led to operational bottlenecks and backlogs, severely straining the team's abilities. Elementor had to allocate more resources, impacting their ability to respond promptly to customer concerns.

Overcoming Limited Chargeback Expertise On The Elementor Team

The Elementor team, like many in the IT sector, had limited experience in advanced chargeback management. Faced with numerous disputes and pressing deadlines, the pressure to resolve each dispute quickly and correctly was high. Elementor recognized the need to change the tedious process of fighting and collecting evidence for disputes. They attempted to develop an internal software solution, but it only provided a partial fix.

RESULT

90%
Reduction in Dispute Resolution Time

2x
Doubled Chargeback Win Rates

Operational Overhead Significantly Reduced

CHARGEFLOW'S SOLUTION

Implementing Chargeflow's Automation Platform

Elementor selected Chargeflow, the leading chargeback automation platform. Chargeflow automates evidence collection, submissions, and signal collection with a simple integration that takes only minutes to implement, compared to weeks or months with other providers. **Chargeflow instantly automated the formerly time-consuming manual task of creating documents and collecting daily evidence, reducing the time needed per dispute which took 20-30 minutes.** Now only a few seconds per dispute are needed when Elementor sends screenshots from their internal system to Chargeflow, and then Chargeflow handles the rest.

RESULTS

Operational Savings And Outcomes

Implementing Chargeflow, Elementor achieved significant operational savings. By automating the dispute resolution process, Chargeflow reduced processing time from 20-30 minutes down to under a minute, **resulting in a 90% reduction in dispute resolution time,** which increased the collaboration and responsiveness of Elementor's accounts and billing team. This saving in time meant that the team did not have to worry about extensive backlogs or delays despite its members being dispersed across different time zones.

With Chargeflow, Elementor doubled its chargeback success rate, optimizing their approach and increasing effectiveness in dispute resolution. These efficiency gains allowed Elementor to focus on critical business issues instead of being bogged down by tedious manual tasks.

These productivity benefits allowed Elementor to save on the costs of hiring a new project manager for their platform migration. By automating the chargeback processes with Chargeflow, an internal employee who previously managed chargebacks was freed up to handle the migration, optimizing resource allocation and further streamlining operations. These improvements streamlined Elementor's operations but also reinforced their commitment to customer satisfaction and operational excellence.

| BEFORE CHARGEFLOW	AFTER CHARGEFLOW
✕ 20-30 minutes per dispute	✓ Under a minute, resulting in a 90% reduction in dispute resolution time
✕ Lower win rate	✓ Doubled win rate (2x increase)
✕ High operational overhead with extensive backlogs	✓ Increased customer satisfaction & operational excellence.

CONCLUSION

Chargeflow enabled Elementor to substantially decrease its operational overhead, improve dispute resolution processes, and nearly double chargeback win rates. This transformation highlights the importance of strategic automation in enhancing efficiency and financial performance across sectors

ABOUT

chargeflow

Chargeflow is the world's first fully automated chargeback management solution, designed for eCommerce merchants by eCommerce entrepreneurs. Chargeflow leverages technology and Generative AI, along with human expertise, to help recover lost revenue and alleviate chargeback pains for online merchants. Chargeflow has an industry-leading win rate and guarantees return on investment providing a risk-free entry for any business interested in using its service.

elementor
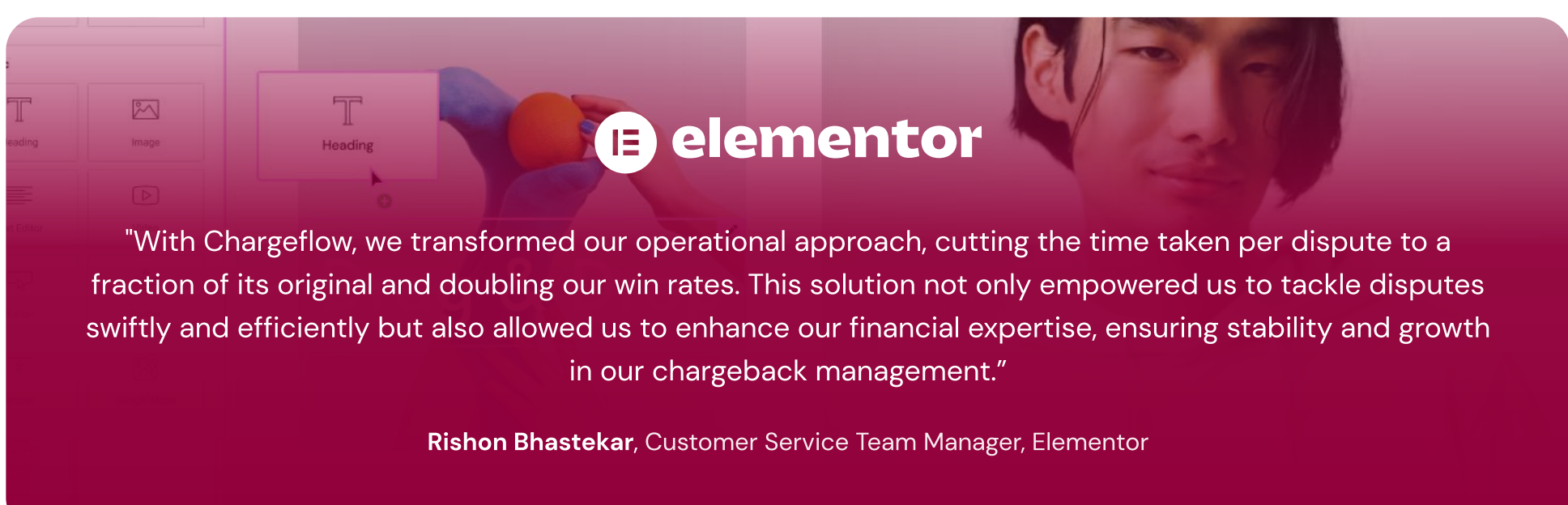
"With Chargeflow, we transformed our operational approach, cutting the time taken per dispute to a fraction of its original and doubling our win rates. This solution not only empowered us to tackle disputes swiftly and efficiently but also allowed us to enhance our financial expertise, ensuring stability and growth in our chargeback management."

Rishon Bhastekar, Customer Service Team Manager, Elementor

Want to learn more about chargebacks automation?
Schedule a Demo or visit www.chargeflow.io