

CASE STUDY

HexClad Fortifies Black Friday Readiness with Chargeflow, Achieving a **59% Surge** in Recovery Rate

OVERVIEW

As an innovator in premium cookware, HexClad anticipated the challenges of Black Friday and the surge in chargebacks and fraud that often accompany peak shopping periods. Under the direction of Michael Ludwig, Head of Customer Service, the HexClad team implemented a proactive strategy to safeguard their revenue by enhancing their payment infrastructure well in advance.

CHALLENGE

Preparing For Seasonal Chargeback Spikes With Strategic Precision

With extensive experience in high-volume retail, HexClad understood the importance of being ahead of potential fraud and chargeback spikes. Knowing that peak shopping periods come with heightened fraud risk, HexClad sought a robust chargeback management partner to help secure their revenue and ensure operational efficiency through the holiday rush. Prior to Chargeflow, HexClad managed disputes manually, an approach that was resource-intensive and limited in scalability.

PERFORMANCE METRICS



59%

Improvement in recovery rate

199 hrs

Hours saved

CHARGEFLOW'S SOLUTION

Unleashing The Power Of Automation And Real-Time Decision-Making With Chargeflow

Chargeflow transformed HexClad's chargeback management process, replacing manual workflows with a fully automated, end-to-end solution. By automating dispute notifications, evidence gathering, and response submission, HexClad accelerated its chargeback response time while drastically reducing manual workload. Chargeflow's solution also provided real-time insights, empowering HexClad to make swift, data-backed decisions that fortified their position against fraud.

RESULTS

Record-Breaking Gains In Recovery Rates And Operational Efficiency

The partnership with Chargeflow delivered measurable results that fortified HexClad's bottom line and streamlined their operations:

- **Enhanced Recovery Rates:** HexClad achieved a 59% increase in chargeback recovery rates, providing a significant boost to their revenue protection efforts.
- **Time Saved:** Chargeflow's automated platform saved HexClad 199 hours, allowing the team to redirect resources toward other strategic initiatives.
- **Data-Driven Insights:** Chargeflow's real-time dashboard provided actionable intelligence, enabling HexClad to handle disputes with confidence and agility.

BEFORE CHARGEFLOW	AFTER CHARGEFLOW
✗ Lower recovery rate	✓ HexClad experienced a 59% improvement in chargeback recovery rate.
✗ Time consuming handling chargebacks	✓ HexClad saved 199 hours of manual work
✗ Intensive manual effort prone to errors and inefficiencies.	✓ Has access to data-driven insights with Chargeflow's real-time dashboard.

Future-Proofing Revenue With Chargeflow's Proactive Fraud Defense

HexClad's collaboration with Chargeflow has transformed their chargeback management approach, preparing them not only for Black Friday but also for sustained success. By achieving a 59% improvement in recovery rates and saving 199 hours, HexClad is now positioned for peak performance during high-traffic seasons, allowing the team to focus on core business growth. Chargeflow's automated solution fortifies HexClad's resilience against fraud, underscoring the critical value of proactive protection.



"Our partnership with Chargeflow has not only fortified our revenue for the holiday season but has fundamentally optimized our entire chargeback process. A 59% increase in recovery rates and 199 hours saved in dispute management has transformed our operations. This strategic move has prepared us for Black Friday and well beyond."

Michael Ludwig, Head of Customer Service, Hexclad

ABOUT



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.

Want to learn more about chargebacks automation?
 Schedule a [Demo](#) or visit www.chargeflow.io