

## Client Success Story

# Car Rental Company Recovers 91% of Online & Retail Chargebacks

## Company Facts

Location — USA

Industries — Car Rental

## Industry Overview

Our client provides low-cost leisure car rental in the US and around the world. With a core focus of combining technology-enabled efficiencies with their proactive price management, our client has continually grown its airport rental market share.

### Challenge



Our client didn't have the resources to fight the increasing number of retail and online reservation chargebacks they were facing. They also lacked the data analytics necessary to identify the root causes of chargebacks.

### Approach



Our onboarding team created a plan to go live with Smart Chargeback Representation™ within 20 days. We provided custom analytics to monitor chargeback ratio by rental location, product offerings, and customer source to identify trends and determine root causes.

### Solution



We utilized Smart Chargeback Representation™ to fight chargebacks more effectively, achieving a win rate of 91%. Our FPR platform aggregated dispute data across all locations, MIDs, processors, and ERPs. Our analytics uncovered several causes of merchant error chargebacks that our client addressed to reduce incoming dispute volume.

# \$4.4M

Recovered

# 91%

Win Rate

# 100%

Chargeback Coverage

**“Our loss ratio is at its lowest and commend the CBG team for all their efforts.”**

– Accounting Specialist

## 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.