

## 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](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.