

CUSTOMER STORY / CHARGEBACKS

Hitch Boosts Win Rate by 30% & Saves 338 Hours with Chargeflow Automation

Turning manual disputes into time saved and revenue recovered.

\$10.5K
In Revenue Recovered

338 hrs
Hours Saved

30%
Increase In Chargeback Win Rate

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Automation

Fully automated chargeback recovery with 4x ROI guarantee.

Overview

Hitch is a long-distance ride-share company, similar to Uber but built for intercity travel. Based in Austin, Texas, the company operates across Texas, Florida, and Oklahoma, connecting passengers with vetted drivers for affordable, comfortable trips between cities.

Before using Chargeflow, Hitch faced ongoing challenges managing chargebacks and disputes. With only one or two people handling the process, each case required hours of gathering and organizing evidence. Because the team was small, disputes were often addressed only when time allowed, creating delays and inefficiencies. Eventually, the company decided to manage disputes at a minimal level to avoid diverting resources from higher-priority work.

The Challenge

Manual Processes and Limited Bandwidth

Like many growing startups, Hitch struggled with the manual, repetitive nature of dispute handling.

Each case required:

- Gathering trip data, receipts, and customer communications
- Writing detailed reasoning and compiling documentation
- Submitting evidence through payment processors under strict deadlines

This manual workload consumed valuable team hours, leading to lost revenue and inconsistent outcomes. Hitch needed a way to streamline its dispute process and regain focus on growth.

The Solution

Automating Disputes with Chargeflow

Hitch implemented Chargeflow's Chargeback Automation platform to automate and centralize its dispute management process.

How It Works

- Customer support contacts riders to understand the reason for the dispute
- Evidence and supporting reasoning are compiled and uploaded to Chargeflow
- Chargeflow's team reviews and submits the case to the processor

This collaborative process eliminated manual bottlenecks and ensured every dispute was handled quickly and accurately.

Key Features and Benefits

Organization, Clarity, and Time Savings

1. Automated Dispute Management

Chargeflow replaced Hitch's manual, time-consuming process with full automation, reducing case study handling from hours to minutes and freeing the team to focus on growth.

2. Centralized Dashboard for Total Visibility

All customer, payment, and transaction data now lives in one place. Hitch's team can easily track every dispute stage, see progress at a glance, and eliminate the confusion of scattered spreadsheets and emails.

3. Consistent, High-Quality Submissions

Chargeflow ensures every dispute includes the right documentation and reasoning, strengthening Hitch's win rate by 30%. The built-in structure also prevents missed details and late filings.

4. Collaboration Made Simple

The platform enables smooth handoffs between Hitch's internal team and Chargeflow experts. Instead of endless back-and-forth via email, each case is reviewed and finalized efficiently within the platform.

5. Significant Time and Cost Savings

By automating what used to take hours per case, Hitch saved 338 hours worth \$10,453 in labor and recovered \$11,740 in lost revenue. The team now focuses on growth and customer experience.

Results

Faster Workflows and 30% Win Rate Increase

Since adopting Chargeflow, Hitch has seen measurable improvements in both efficiency and financial recovery:

Metric	After Chargeflow
Time Saved	338 hours
Time Value Saved	\$10,453
Total Revenue Recovered	\$11,740
Win Rate Increase	+30%

These results have allowed Hitch's small team to operate more efficiently, reclaiming valuable hours previously spent on manual dispute work.

"The platform makes it simple to upload evidence and keeps everything organized, such as customer names, card information, and other key details. It also provides columns for different stages of the process, which makes sorting and tracking disputes much easier!"

NOELLE DELA CRUZ
CX & OPERATIONS MANAGER AT HITCH

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