

CUSTOMER STORY / CHARGEBACKS

Yves Rocher Increases Chargeback Win Rate by 50% and Saves 280+ Hours with Chargeflow

Automating chargebacks and preventing disputes across regions

+50%

Win Rate

281

Hours Saved



Disputes with Alerts



+50%

Win Rate

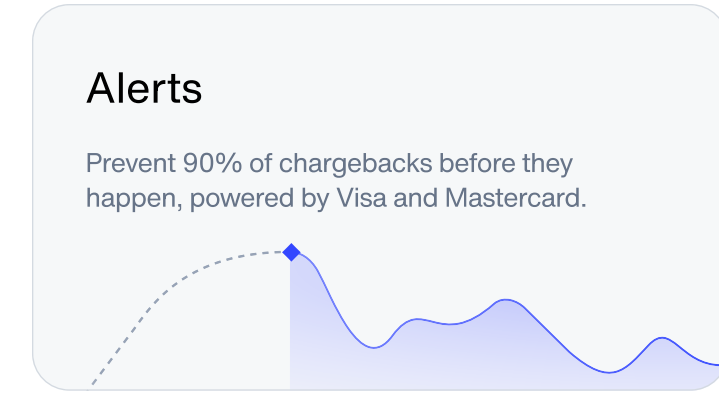
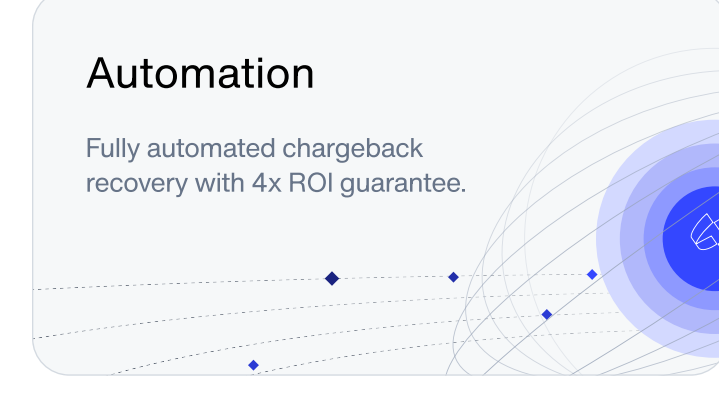
281

Hours Saved



Disputes With Alerts

Products Used



Overview

Yves Rocher is a global cosmetics and skincare brand with both retail and eCommerce operations. Headquartered in France, the brand serves millions of customers across Europe and North America through its online stores and physical locations. Operating at this scale requires managing complex payment flows across various regions, processors, and dispute types, making chargeback management a critical component of ongoing operations.



The Challenge

Manual Processes Across Regions

Managing chargebacks manually became time-consuming and difficult to standardize. Each dispute required collecting evidence, tracking deadlines, and submitting cases across different processors, often using disconnected tools and workflows. The team needed to automate dispute handling, reduce internal workload, and maintain clear visibility across all dispute types, while also improving win rates and recovery performance.

The Solution

Automating Chargebacks with Chargeflow

Yves Rocher implemented Chargeflow Automation to manage the entire chargeback lifecycle, from evidence collection to submission and outcome tracking. Where applicable, Chargeflow Alerts were added to proactively prevent disputes before escalating into chargebacks.

With everything centralized in one dashboard, Chargeflow now manages disputes seamlessly in the background while the internal team maintains full visibility across processors and regions.

Key Features and Benefits

Automation, Visibility, and Efficiency

1. Eliminated manual work

Chargeflow automated evidence collection, submission, and tracking, removing the need for manual uploads and repetitive workflows.

2. Improved dispute outcomes

Consistent, high-quality submissions strengthened recovery performance and increased win rates.

3. Centralized visibility across disputes

A single dashboard made it easy to monitor chargebacks, track performance, and understand trends at a glance.

4. Clear, measurable ROI





Built-in reporting allowed the team to quantify savings, measure performance, and communicate results internally.

Results

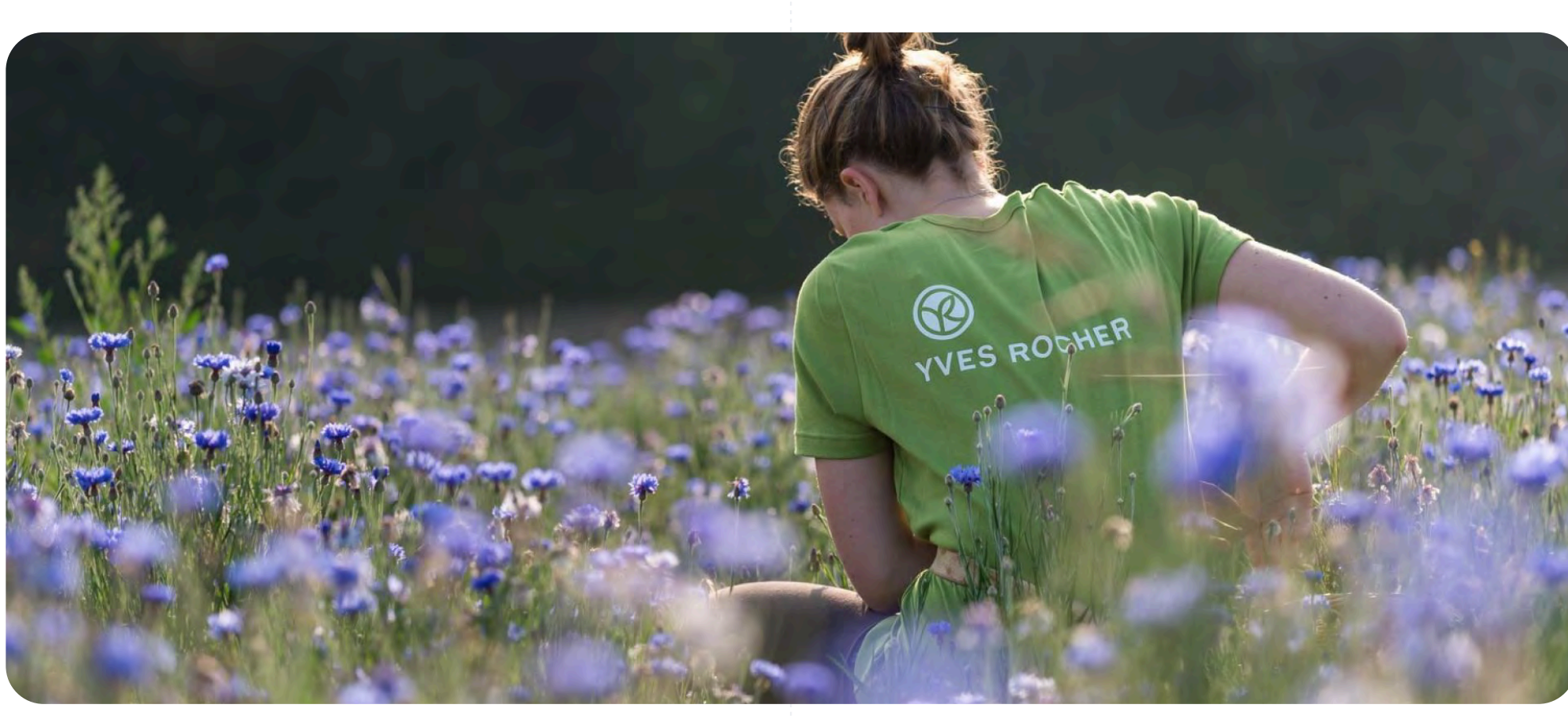
Higher Win Rates and Significant Time Savings

Since implementing Chargeflow, Yves Rocher has seen measurable improvements across recovery and operational efficiency.

Performance Overview

Metric	After Chargeflow
Win Rate Increase	 +50%
Manual Work Saved	 281 hours 20 minutes
Total Savings (Recovered Revenue + Time Value)	 \$9,647
Dispute Volume	 Reduced through proactive Alerts

These results allowed Yves Rocher to streamline chargeback management while improving both prevention and recovery across regions.



Conclusion

Scalable Chargeback Management at Global Scale

With Chargeflow, Yves Rocher transformed chargeback management into a scalable, automated process. Automation and prevention now work together seamlessly, helping the team recover more revenue, reduce dispute volume, and save hundreds of hours of manual work across regions.

"The automation and prevention work hand-in-hand; everything runs seamlessly in the background. The dashboards and reports make it easy to measure ROI and communicate results internally."

ROI KOVALIO COO
YVES ROCHER

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300%

Increase in win-rate, on average

4X

ROI Guarantee

90%

Average reduction in chargebacks

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