

# Munson Restaurant Group Increases Chargeback Win Rate by 35% Across 37 Locations

How a 37-Location Restaurant Group Automated Chargebacks and Recovered Revenue at Scale

The Munson Group

**+35%**  
Increase in Chargeback Win Rate

**Reduced** ↘  
Chargebacks

**Admin** ↘  
From Hours to Minutes

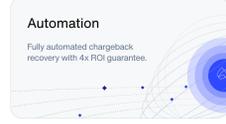


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Products Used



## Overview

Munson Restaurant Group is a multi-brand restaurant operator managing 37 franchise locations across Sonic and Buffalo Wild Wings. Operating in the fast-casual and quick-service sectors, the company spans Pennsylvania, New Jersey, New York, and Connecticut.

With high transaction volume across dozens of stores, Munson operates a fast-paced, high-efficiency business centered on community engagement and customer satisfaction. As the company scaled, so did the complexity of managing disputes across multiple brands and locations.



## The Challenge

### High-Volume Disputes Across Multiple Locations

Handling chargebacks across 37 locations created significant operational strain. Each store generated transaction volume, and disputes required centralized management by finance and operations teams.

#### Manual, Time-Consuming Processes

The team faced:

- High administrative overhead
- Manual dispute responses
- Reactive workflows
- Inconsistent recovery outcomes

Each chargeback required hands-on attention, making the process repetitive and prone to human error. Valuable internal resources were diverted from core restaurant operations.

Munson needed a solution that could automate dispute management, improve recovery rates, and scale with future growth.

## The Solution

### End-to-End Automation

Munson implemented Chargeflow's automated chargeback management platform across all locations. The solution integrates directly with their payment processors, enabling fully automated dispute responses.

### Real-Time Visibility and Control

Through Chargeflow's dashboard and alert system, the finance and operations teams gained:

- Real-time chargeback notifications
- Centralized visibility across all stores
- Automated evidence submission
- Streamlined data flow between systems

The platform eliminated manual follow-up while maintaining full transparency into outcomes and performance.

## Implementation and Benefits

### Rapid Operational Relief

After implementation, the administrative burden tied to disputes dropped immediately. What previously required hours of weekly effort now takes only minutes.

### Scalable Multi-Location Management

Key benefits include:

- Fully automated dispute responses
- Seamless processor integrations
- Centralized dashboard reporting
- Reduced operational distraction
- Scalable infrastructure for future store expansion

The set-it-and-forget-it model allows Munson's leadership to focus on running restaurants instead of managing disputes.

## Results

Since implementing Chargeflow, Munson Restaurant Group has seen measurable performance improvements across its 37 locations.

### Performance Impact

Metric	After Chargeflow
Chargeback Win Rate	📈 Increased 35%+
Revenue Recovery	📈 Thousands recovered in previously uncontested disputes
Chargeback Losses	📉 Noticeable reduction across locations
Dispute Management	🤖 Fully automated across all brands

Beyond the metrics, the operational impact has been significant. Time once spent managing disputes manually has been reallocated to core business operations and growth initiatives.



## Future Outlook:

### Scaling and Growth

As Munson Restaurant Group acquires new stores, Chargeflow will expand alongside them, ensuring consistent, automated dispute management across every location and brand.

For high-volume, multi-unit restaurant operators, chargebacks can quietly erode revenue and drain operational focus. By shifting from a manual, reactive process to a fully automated system, Munson has improved win rates, reduced losses, and freed internal resources to focus on what matters most: running and growing their restaurants.

With a scalable foundation in place, the team can move forward confidently, knowing that dispute management will not hinder expansion or operational performance.

**"Chargeflow has been a game-changer for Munson Restaurant Group. It has taken the headache out of chargebacks and given us confidence that we're recovering lost revenue with minimal effort. The automation and visibility are unmatched."**

JACK LITMAN  
CEO, MUNSON RESTAURANT GROUP

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