

The Beard Club Saves 40+ Hours Per Week and Increases Revenue Recovery with Chargeflow

Automating subscription disputes and eliminating manual chargeback management

40+

Hours Saved Weekly



Win Rate



Manual Disputes Time
(40 hrs to ~1 hr)

 BEARD CLUB



40+

Hours Saved Weekly



Win Rate



Manual Disputes Time
(40 Hrs To ~1 Hr)

Products Used

Automation

Fully automated chargeback recovery with 4x ROI guarantee.

Prevent NEW

Stop friendly fraud, block digital shoplifters & prevent the next chargeback before it happens.

Overview

The Beard Club is a direct-to-consumer eCommerce brand specializing in beard growth and grooming products. A large portion of its customers subscribe to monthly product boxes, creating recurring revenue through subscription renewals.

As a subscription business, chargebacks were not just occasional cases of fraud. Many disputes stemmed from customers forgetting to cancel or skip a subscription cycle, especially during high-volume periods like the holidays. Managing these disputes manually became a growing operational burden.



The Challenge

Subscription Disputes and Manual Workload

Before Chargeflow, chargebacks were handled by the operations team and customer service.

Each case required:

- Reviewing order history
- Collecting supporting documentation
- Preparing responses without clear issuer guidance
- Submitting evidence manually

This process consumed significant time and resources.

The team estimates they were spending approximately 40 hours per week manually responding to disputes. In addition, they lacked clarity around what card networks required, often feeling uncertain about whether their responses were strong enough to win.

During the holidays, the situation intensified. Gift purchases are frequently converted into subscription renewals a month later, resulting in a surge of disputes that is difficult to manage manually.

The team needed a fully automated solution that would reduce workload, improve win rates, and scale with seasonal volume spikes.

The Solution

Automating Chargebacks with Chargeflow

The Beard Club implemented Chargeflow Automation through direct Shopify and PayPal integrations.

Integration was completed in a matter of hours. Unlike a previous provider that required weeks of setup and ongoing manual involvement, Chargeflow delivered a hands-off workflow almost immediately.

Chargeflow now manages:

- Evidence collection
- Representment submission
- Ongoing tracking and monitoring
- Dispute lifecycle management

The internal team maintains high-level oversight while Chargeflow handles execution in the background.

The Beard Club is also participating in the beta program for Chargeflow Prevent, helping stop fraud before it turns into a chargeback.

Key Features and Benefits

Automation, Confidence, and Scalability

Eliminated Manual Dispute Handling

Chargeflow removed day-to-day involvement in disputes. What previously required 40 hours per week now requires about one hour of high-level review.

Improved Win Rates and Revenue Recovery

With structured, comprehensive submissions, the team has seen an increase in recovered revenue and stronger dispute outcomes.

Seamless Shopify and PayPal Integration

Set up is required only by connecting Shopify and PayPal accounts. The system was fully operational within hours.

Holiday Surge Protection

During Q4 and post-holiday renewal spikes, Chargeflow absorbed the increased dispute volume without requiring additional staff or overtime.

Operational Focus and Growth

Freed from chargeback management, the team redirected time toward higher-value initiatives, including expanding into retail stores.

Results

Major Time Savings and Increased Revenue Recovery

Since implementing Chargeflow, The Beard Club has seen measurable operational improvements.

Performance Overview

Metric	After Chargeflow
Manual Hours Saved	 ~40 hours per week
Weekly Time Spent on Disputes (After Chargeflow)	 ~1 hour
Revenue Recovery	 Increased win rate and higher revenue
Holiday Dispute Management	 Fully automated during surge periods

These improvements allowed The Beard Club to shift chargeback management from a resource drain to a background process that supports growth.



Conclusion

From Operational Burden to Automated Protection

With Chargeflow, The Beard Club transformed chargeback management into a scalable, automated system.

The team no longer worries about dispute volume spikes or manual evidence preparation. Revenue recovery has improved, staff time has been reclaimed, and confidence in dispute handling is significantly higher.

Without Chargeflow, the company would likely need additional staff and would recover less revenue.

Instead, disputes now run in the background while the team focuses on expanding the business.

“Before Chargeflow, we were spending about 40 hours a week handling disputes and still felt like we were guessing at what card issuers actually wanted. **After switching to Chargeflow, everything became seamless.** Now, when we see order volume increase, I'm confident Chargeflow can handle it. We saw improvements almost immediately and wondered why we didn't make the change sooner.”

CHRISTINE WELFEL
OPERATIONS MANAGER, THE BEARD CLUB

 JOIN CHARGEFLOW

Your Success Story Starts Here

Visit us at:

www.Chargeflow.io