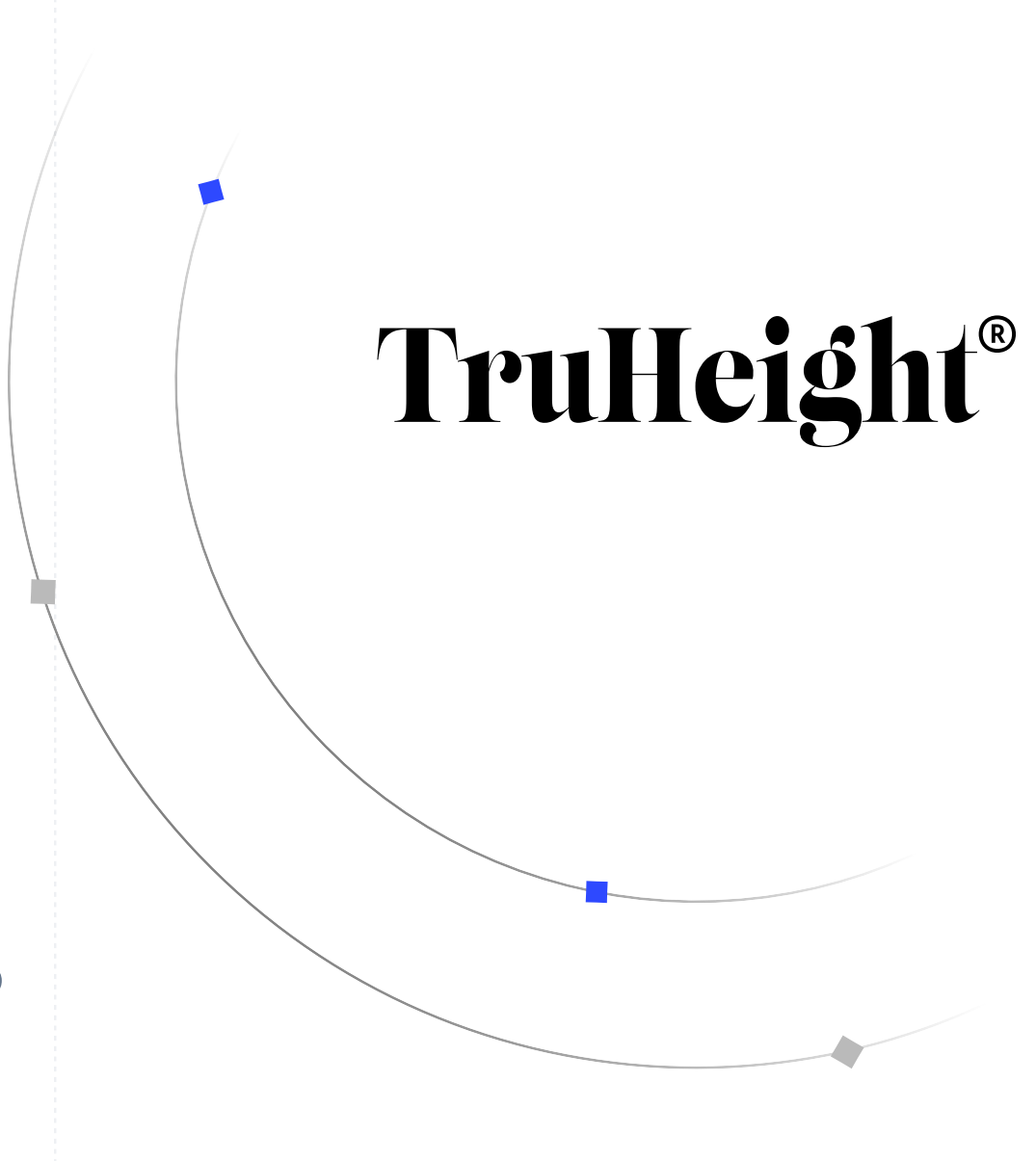


TruHeight Recovers \$112K in Disputed Revenue and Eliminates Manual Chargeback Work with Chargeflow

Chargeflow helped TruHeight protect revenue, achieve 100% dispute coverage, and free their team to focus on growth.



\$112,617

In Disputed Revenue Recovered

1,519+ Hrs

Of Manual Dispute-Handling Work Eliminated

100%

Evidence Submission Rate Across All Disputes



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In Disputed Revenue Recovered

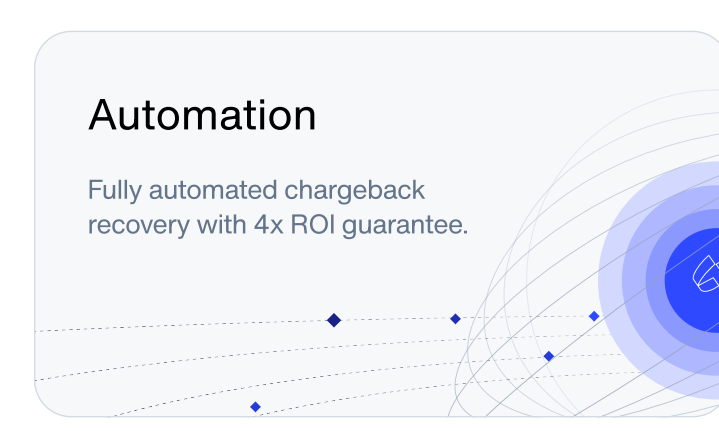
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Evidence Submission Rate Across All Disputes

Products Used



Overview

How TruHeight turned chargeback management into a non-issue

TruHeight is the #1 pediatrician-recommended children's growth and nutrition brand, offering science-backed vitamins, protein shakes, and sleep gummies for kids and teens. With more than two million products sold and a recent expansion from DTC into major national retailers including Target, TruHeight is scaling fast.

But as transaction volume grew, so did the operational weight of managing chargeback disputes. The team needed a fully automated solution that could keep pace with their growth, one that ensured every dispute was handled on time, without pulling resources away from what mattered most.

That's when TruHeight turned to Chargeflow.



The Challenge

Manual dispute management that couldn't keep up with growth

Scaling a DTC brand means more transactions - and more chargebacks. For TruHeight, managing disputes manually had become increasingly time-consuming and unsustainable to handle in-house. Every hour spent on dispute research, evidence collection, and submissions was an hour not spent on growth, retail expansion, or product development.

The team needed more than a band-aid. They needed end-to-end automation that could handle every dispute across every payment processor, without requiring constant oversight.

Key challenges included:

- **Time drain:** Manual chargeback work pulling team focus away from core business priorities.
- **Submission risk:** No guarantee that every dispute was being submitted accurately and on time.
- **Revenue loss:** Disputed transactions slipping through the cracks as volume scaled.
- **Fraud exposure:** Intentional fraud patterns becoming harder to identify and act on without proper tooling.

The Solution

Full automation, complete coverage, zero missed disputes

TruHeight implemented Chargeflow's Chargeback Automation to handle disputes end-to-end, automatically collecting evidence, submitting across all connected payment processors, and tracking outcomes in a single consolidated dashboard.

The shift was immediate. Instead of spending time on manual submissions, the team now monitors the dashboard for trends and insights, with Chargeflow running silently in the background to ensure nothing is missed.

Standout features that made the difference:

- **Fully automated evidence submission** across all connected PSPs, with 100% coverage guaranteed.
- **Consolidated dashboard view** giving complete visibility into dispute outcomes and ROI across payment processors.
- **Fraud pattern detection** helps TruHeight identify and act on intentional fraud as they scale.
- **Exceptional support** available whenever the team needs it — fast, responsive, and genuinely helpful.

"The automation and reliability, once it's set up, the platform runs in the background and ensures no dispute is missed. It lets us focus on what actually matters in our business, while they handle disputes completely. Their support is also genuinely exceptional. It's rare to find a tool that combines that level of automation with that kind of human support." Eden Stelmach CEO, TruHeight

Implementation and Benefits

Plug in, step back, recover revenue

Chargeflow integrated directly with TruHeight's existing payment processors with minimal setup, immediately taking over the full dispute management lifecycle. The team went from hands-on dispute management to dashboard monitoring, a fundamental shift in how chargebacks fit into their operations.

Key benefits included:

- \$112,617 in disputed revenue recovered
- 1,519+ hours of manual dispute work eliminated
- ~\$50,414 in additional savings generated
- 100% evidence submission rate maintained across all disputes
- Full team bandwidth returned to growth and retail expansion

"Chargeflow has made chargeback management a non-issue for our team, allowing us to focus on growth and our recent retail expansion rather than spending time on disputes." TruHeight Team

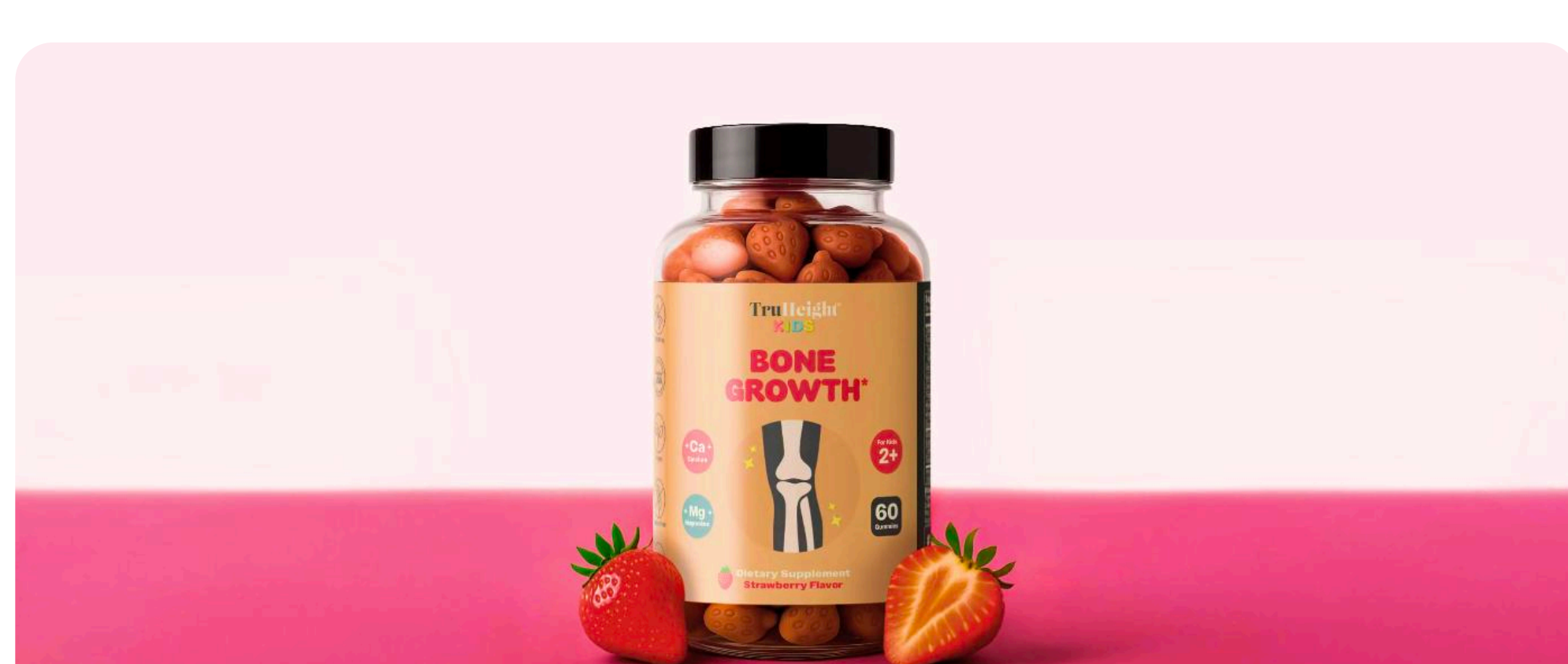
Results

Revenue protected, team unblocked, growth unlocked

Metric	Before Chargeflow	After Chargeflow
Dispute Management	1 Manual, time-consuming	8 Fully automated
Evidence Submission Rate	1 Inconsistent	8 100%
Disputed Revenue Recovered		8 \$112,617
Hours Saved		8 1,519+
Additional Savings		8 ~\$50,414

The numbers tell part of the story. The bigger shift is what TruHeight's team was able to do with the time and mental bandwidth they got back — investing in their retail expansion into Target, scaling DTC operations, and building the business rather than fighting disputes.

Chargeflow's fraud detection capabilities added another layer of protection, giving TruHeight visibility into intentional fraud patterns that would otherwise have gone undetected at scale.



Conclusion:

A foundation for scaling with confidence

As TruHeight continues to grow, Chargeflow grows with them. The team is already looking at reactivating Chargeflow's fraud prevention feature — having both dispute management and fraud prevention under one roof, with a partner they already trust, is a natural next step.

For a brand built on science-backed products and a promise of quality, having that same reliability on the operational side isn't just convenient. It's essential.

"The dashboard makes it easy to see ROI and communicate results internally. It lets us focus on what actually matters - while they handle disputes completely!"

EDEN STELMACH
CEO, TRUHEIGHT

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