

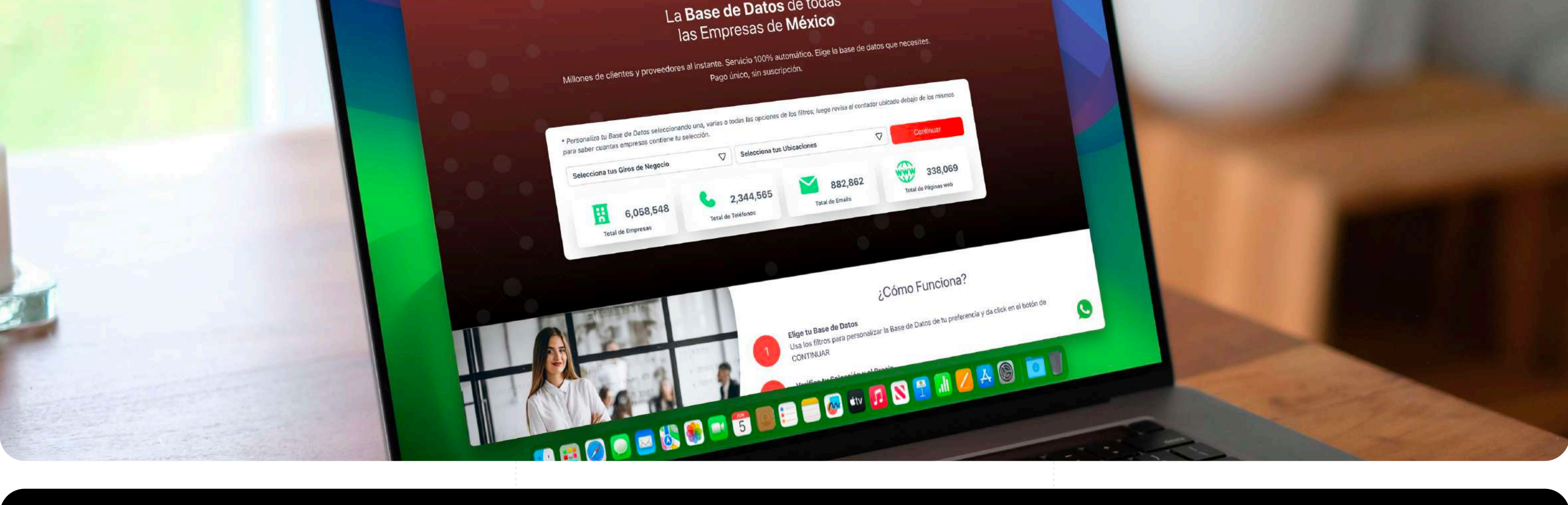
Datamex Achieves 20.7% Recovery Rate & First-Ever Dispute Wins with Chargeflow's Automation

How Datamex Recovered More Revenue and Gained Full Visibility into Chargebacks with Chargeflow

Recovery Rate

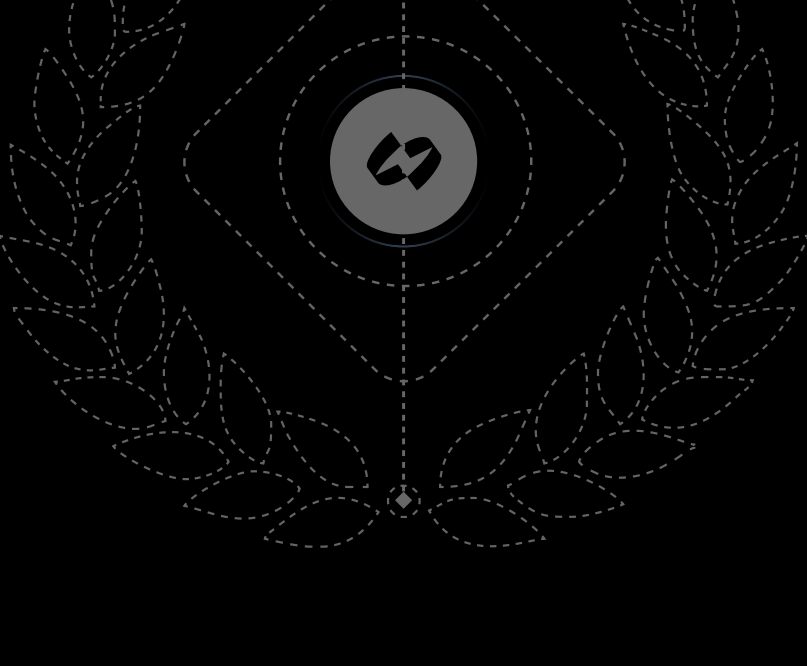
Dispute wins

Hours per dispute saved



"The unfair and unilateral decisions of the banks about who is right and wrong whenever someone opens a dispute – that's what pushed us to find a better way."

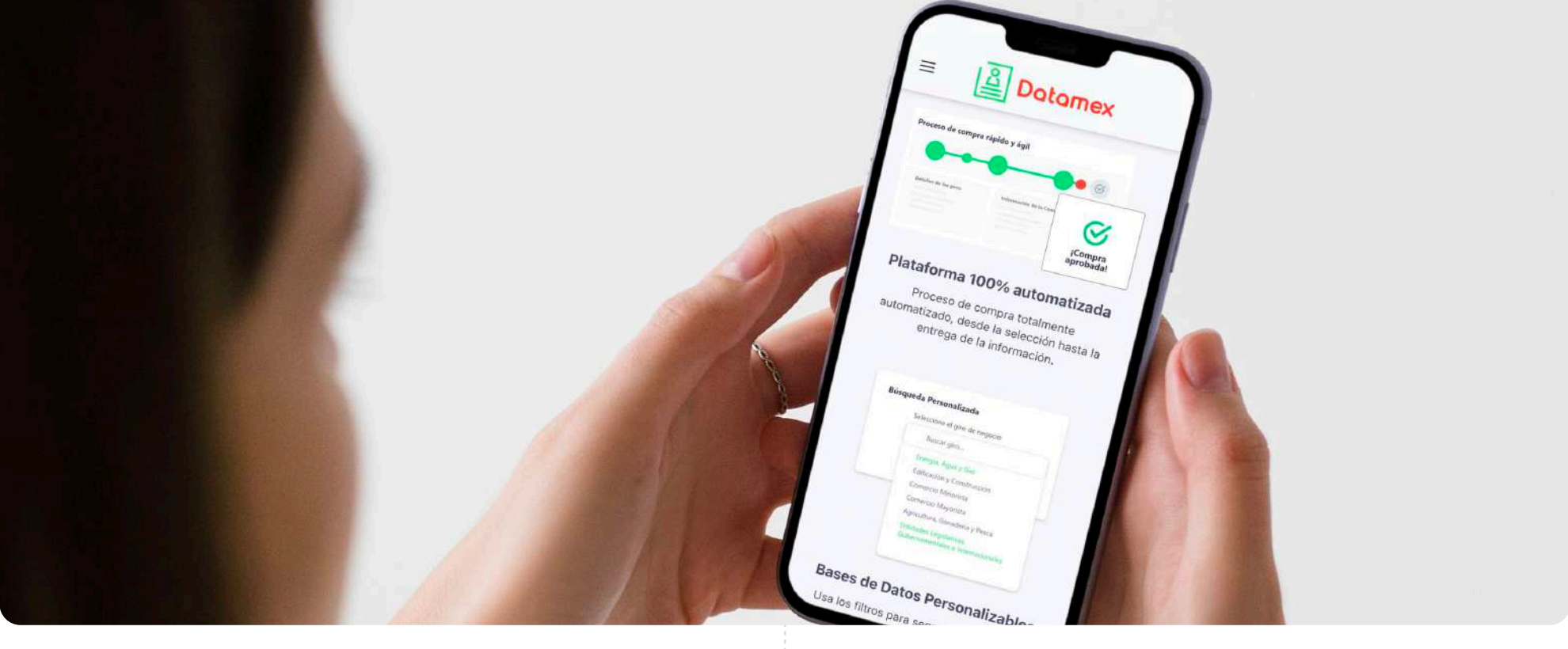
ALEJANDRO MENDIZÁBAL ESTRADA
SALES DIRECTOR, DATAMEX



Overview

Datamex, a SaaS company headquartered in San Luis Potosi, Mexico, delivers powerful business intelligence through a curated database of companies operating in Mexico. With a small but high-performing team, Datamex helps customers make data-driven decisions, but when it comes to managing chargebacks, they faced a challenge even their best data couldn't solve.

For three years, Datamex responded to every dispute – and didn't win a single one. The process felt unfair, frustrating, and completely out of their control – until Chargeflow stepped in and changed the equation.



Challenges and Solutions

Datamex found themselves on the losing end of a chargeback system that consistently favored cardholders and banks, like many small digital-first businesses. The one-sidedness of dispute resolutions, combined with the lack of accessible tools to effectively argue their case, was the main source of their annoyance.

That's when they turned to Chargeflow – the AI-powered platform that automates chargeback recovery, maximizes revenue, and frees teams from manual dispute management.

Implementation and Benefits

Once Datamex integrated Chargeflow, the entire dispute process became fully automated – from the moment a chargeback was received to the final resolution.

- As soon as a dispute was triggered, Chargeflow's platform went to work:
- **Chargeback Received:** The moment a chargeback was issued, Chargeflow was instantly notified via the payment processor.
 - **Data Collection:** The platform automatically gathered and enriched data from multiple sources – no manual effort required.
 - **Evidence Submission:** Chargeflow's AI then structured the collected data into a compelling, fully compliant evidence package and submitted it directly on Datamex's behalf.
 - **Victory Achieved:** The result? Datamex secured its first-ever dispute win.

"We use Chargeflow the moment a payment dispute hits. The process is simple, the dashboard is friendly, and most importantly, it gives us a real shot at winning."

This end-to-end automation allowed the Datamex team to recover revenue without having to build a case manually, chase documentation, or navigate complex processor portals.

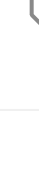
"What once felt like a black box became a streamlined, transparent process – all handled without lifting a finger."

- **End-to-End Automation:** Chargeflow manages everything from the first alert to the last submission.
- **Clear and User-Friendly Dashboard:** Datamex can easily track and understand the state of disputes in real-time.
- **Time Savings:** Datamex said goodbye to manually gathering or collecting evidence.
- **Process Confidence:** Datamex could now see how disputes were being built and won for the first time.

Results

With Chargeflow, Datamex wasn't only able to improve their dispute operations; now they could turn them into a recovery engine.

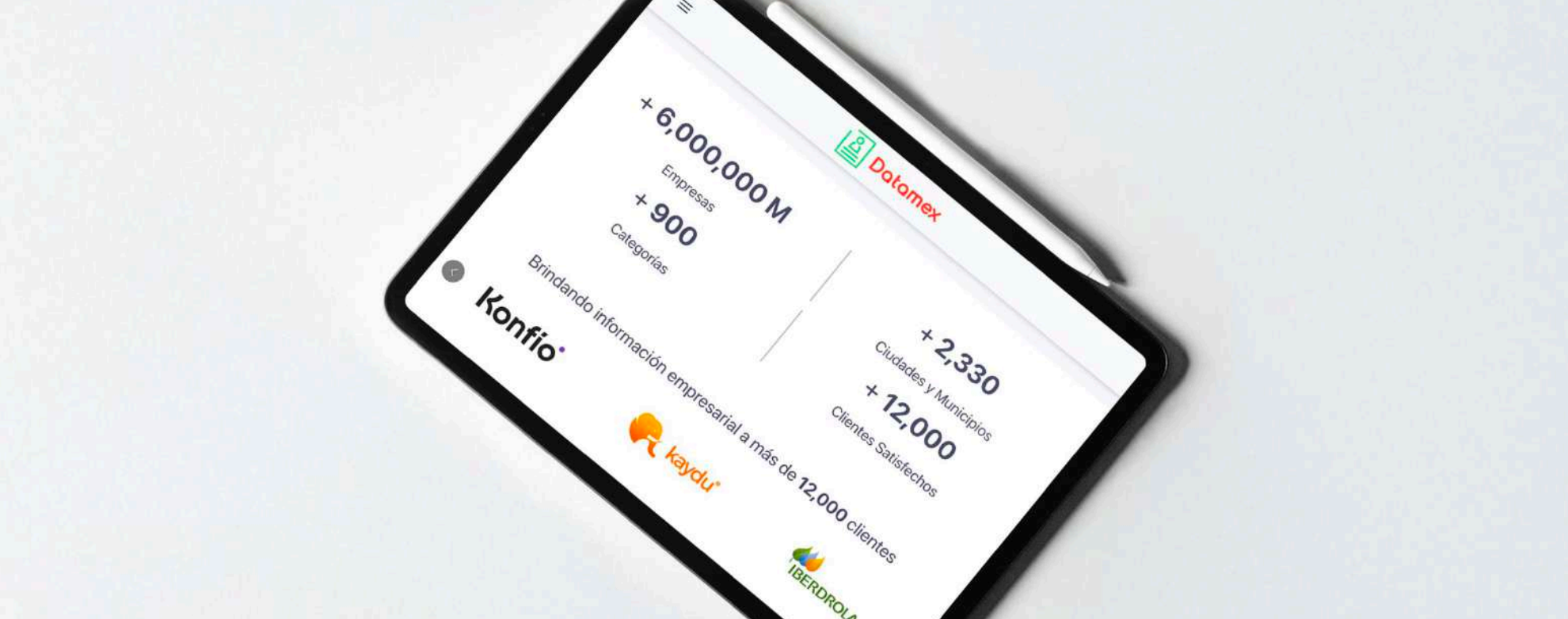
- Over the past year, they've witnessed:
- **20.7% recovery rate**, up from 0%.
 - **First-ever dispute wins** in company history.
 - **3+ hours saved per dispute** with full automation.
 - **Chargeflow handles all disputes instantly** via Chargeflow.
 - **Real-time visibility** into dispute performance via Chargeflow's dashboard.

Metric	Before Chargeflow	
Recovery Rate	 0.0%	20.7%
Recovery Rate Improvement		First Wins Ever!
Time Saved (Hours)		3+ hours per dispute

Before Chargeflow, disputes were a black hole, frustrating, manual, and always a loss. Now, every chargeback is handled by a system they trust, and revenue once written off is being recovered without lifting a finger.

"It's simple, reliable, and gives us a real chance to defend ourselves."

Datamex no longer sees chargebacks as a cost of doing business; they see them as recoverable revenue.



Conclusion

Datamex didn't need a complex tool. They required a dispute-winning solution that was quick, dependable, and didn't drain their resources. That is precisely what they got with Chargeflow.

In just one year, they reduced manual work, transformed a financial pain point into a revenue recovery stream, and went from zero wins to a 20.7% recovery rate.

Now, Chargeflow functions silently in the background of Datamex's operations, providing their team with genuine outcomes and peace of mind in the face of dispute after dispute.

"We hadn't won a single dispute in three years, until we started using Chargeflow. It's simple, reliable, and gives us a real chance to defend ourselves. The dashboard is great, the automation is a game changer, and we're saving 3 hours per dispute. We finally feel like the odds aren't stacked against us."

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JOIN THE CHARGEBACK REVOLUTION.

300%
Increase in win rate, on average

4x
ROI guarantee

90%
Average reduction in chargebacks

GET STARTED NOW