chargeflow

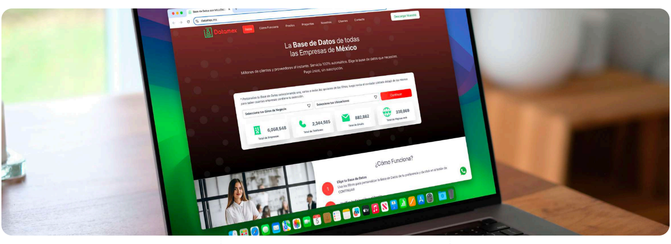
Datamex Achieves 20.7% Recovery Rate & First-Ever Dispute Wins with Chargeflow's Automation

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

Recovery Rate

Dispute Wins

Hours Saved

Products Used

Automation

Fully automated chargeback recovery with 4x ROI guarantee.

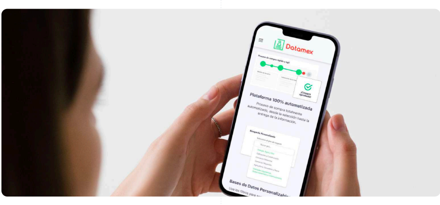
Insights FREE

Get a bird's-eye view into your payments and chargebacks, all in a single, powerful dashboard.

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 cas,e 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.

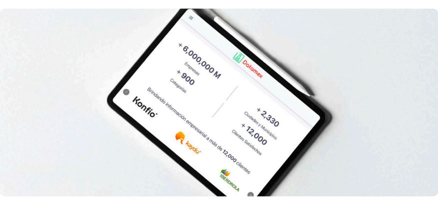
Over the past year, they've witnessed:

- **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 Datamax'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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> SALES DIRECTOR, DATAMEX

JOIN THE CHARGEBACK REVOLUTION.

300%
Increase in win-rate, on average

4X
ROI Guarantee

90%
Average reduction in chargebacks

GET STARTED NOW ↗