



SeatGeek Harnesses Chargeback Automation to Help Fans See More Live



ABOUT SEATGEEK:

SeatGeek is one of the leading mobile-focused ticket platforms in the nation, selling tickets to events from hundreds of thousands of artists and teams nationwide.



CHALLENGE:

As SeatGeek’s business began to take off in 2015, fraud predictably followed suit. Seatgeek needed a solution that wouldn’t eat up FTE hours, could handle rapidly growing chargeback volumes and gave them visibility into their chargeback data.



SOLUTION:

Using Chargehound’s fully automated solution, SeatGeek has been able to seamlessly respond to dispute volumes fluctuating as much as 50% month-over-month. No longer having to spend time managing chargebacks, SeatGeek employees now focus on using the real-time dispute dashboard to track long term chargeback trends, identify areas of the business where risk management can be improved, and proactively put policies in place that ensure fans see more live shows.

RESULTS

45 hrs/week
FTE Hours Saved

+40%
Submission rate

+20%
Win Rate

200%
Revenue Returned

2X
Scalability



“DON’T WASTE YOUR TIME ON UNSUSTAINABLE SOLUTIONS. IF YOUR BUSINESS IS DOING WELL YOU’RE GOING TO HAVE MORE CHARGEBACKS—FIND A SOLUTION LIKE CHARGEHOUND THAT CAN GROW WITH YOUR BUSINESS.”

- Katie Goetsch, Chargebacks Lead at SeatGeek