

# How a Top-20 E-Commerce Giant Optimized Their Refund Process



## The challenge

A rapidly expanding e-commerce leader, known for its vast product range and generous returns policy, faced a significant challenge in optimizing its refund process. The company needed to:

- 1. **Structure and analyze** large volumes of textual data from various channels.
- 2. **Understand the reasons** behind frequent refund requests.
- 3. **Analyze the gap** between refund requests and approvals.
- 4. **Reduce costs** associated with unnecessary refunds.

The company had vast amounts of unstructured textual data in the form of:

Phone call transcripts

Online reviews

Customer emails

Live chat transcripts

**Inefficient preparation and analysis of this textual data drastically impacted their ability to derive actionable insights to optimize processes.**  
Previous attempts by their data science team involved utilizing off-the-shelf NLP libraries but were hindered by a lack of scalability and domain-specific accuracy.

## The solution

Flexor, a powerful tool for structuring unstructured textual data at scale, provided the solution the e-commerce giant needed. Working with the company's data team, Flexor was implemented for:

- 1. **Data Structuring:** Flexor processed and structured the unstructured data from multiple sources – call transcripts, reviews, emails, and chat transcripts, within the company's existing data warehouse.
- 2. **Data Cleaning:** Flexor unified all their unstructured sources into a consistent and clean form, making the data ready for LLM-based analysis.
- 3. **Data Transformation:** Flexor turned the company's free text data into tabular signals the company could feed directly into dashboards, advanced analytics and predictive models, with industry-leading quality.
- 4. **Data Democratization:** By transforming complex unstructured data into standardized, easily understandable structured formats, Flexor enabled non-technical teams to access and derive insights from the data, fostering a data-driven culture throughout the company.
- 5. **Scalable Processing:** Flexor's architecture handles massive volumes of unstructured data without compromising performance or accuracy, with zero additional infrastructure burden.

