

Success Story:  
**Large US Retailer Recovers \$33M in Lost Deals using Flexor for Unstructured Data**

**The Challenge**


A top 10 private US retailer was suffering from **multiple product returns**, with no clear understanding of who the customers were and why they were unhappy with their purchases. This information was at the enterprise’s fingertips, but lay hidden in the company’s own unstructured data, including thousands of chat logs and call transcripts.

The enterprise turned to **Flexor**, deploying Flexor **ACE (the AI Context Engine)** to unify, structure, standardize and contextualize the company’s unstructured data, finally uncovering the reasons for returns and putting together a mitigation plan which led to a \$33M increase in sales annually.


**The Objective**

**Quantify value leakage and uncover hidden inefficiencies** in the product exchange process by leveraging the company’s **vast unstructured data repository**, including customer calls and chats.

**Key Truths Hidden in Unstructured Data**



**Hidden operational costs**  
The enterprise was suffering from significant hidden operational cost due to inefficient information on order handling



**Unknown and unmitigated drop-off**  
Customers were dropping off for unknown reasons after agreeing to exchange products, and data was hidden so no retention activities were offered

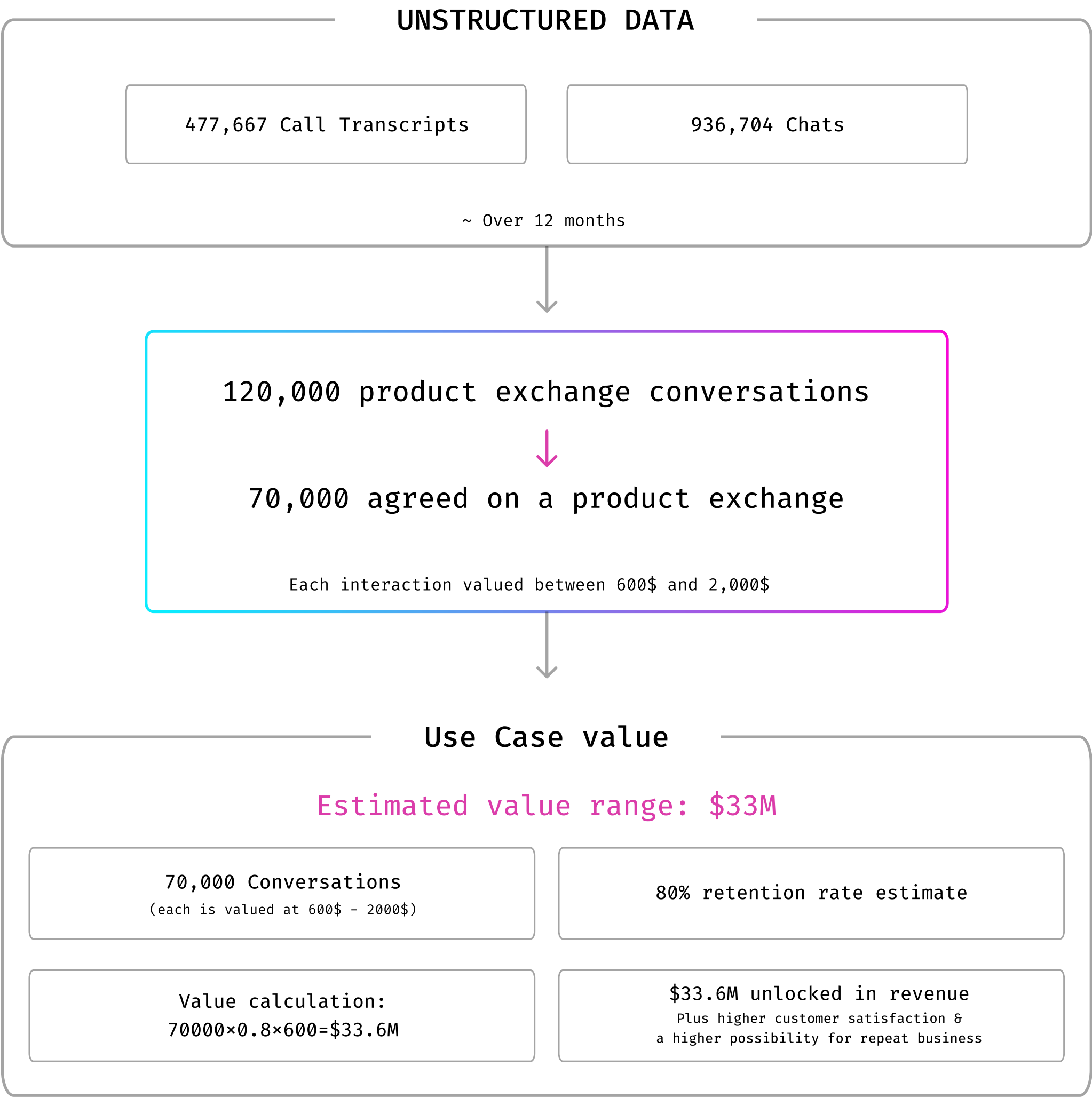
**The Solution**

- The enterprise deployed Flexor ACE to:
- **Ingest, analyze and unify** over 140,000 customer chats and call transcripts
  - Tap into the **full context** of each conversation to ensure **accuracy**
  - **Identify** over 70,000 conversations involving a request to exchange a product
  - Apply domain logic to **isolate**:
    - Cases where customers were retained but at a high operational cost (over \$600 each)
    - Cases where customers agreed to exchange the product but never completed purchase
  - All this with **full AI observability, lineage** and **data security** built in

**Business Impact**

By uncovering these ground truths in unstructured data, the enterprise was able to roll out a mitigation strategy to recover them.  
**With an estimated value of \$33M unlocked annually**

**Unstructured Data Holds Critical Insights**



**Next Steps**

The enterprise is now expanding into additional use cases leveraging unstructured data, including:

Churn risk Detection

AI Agent Training & QA

Workflow Automation

Returns Root Cause Analysis

**SECURITY & PRIVACY BUILT FOR THE ENTERPIRSE**

Flexor was built from the ground-up with the safety of your data in mind, full observability and lineage and complies with leading industry standards

