

Success Story:

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

The Challenge

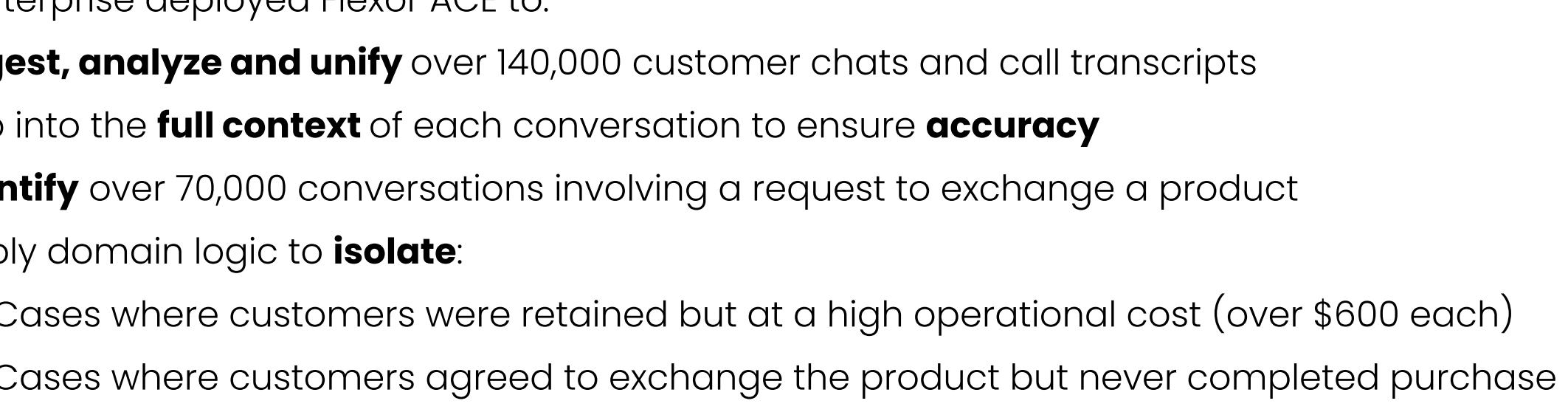
A top 10 private US retailer was suffering from **multiple product returns**, with no clear understanding of who the customers were and why they were unhappy with their purchases. This information was at the enterprise's fingertips, but lay hidden in the company's own unstructured data, including thousands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



The Solution

The enterprise deployed Flexor ACE to:

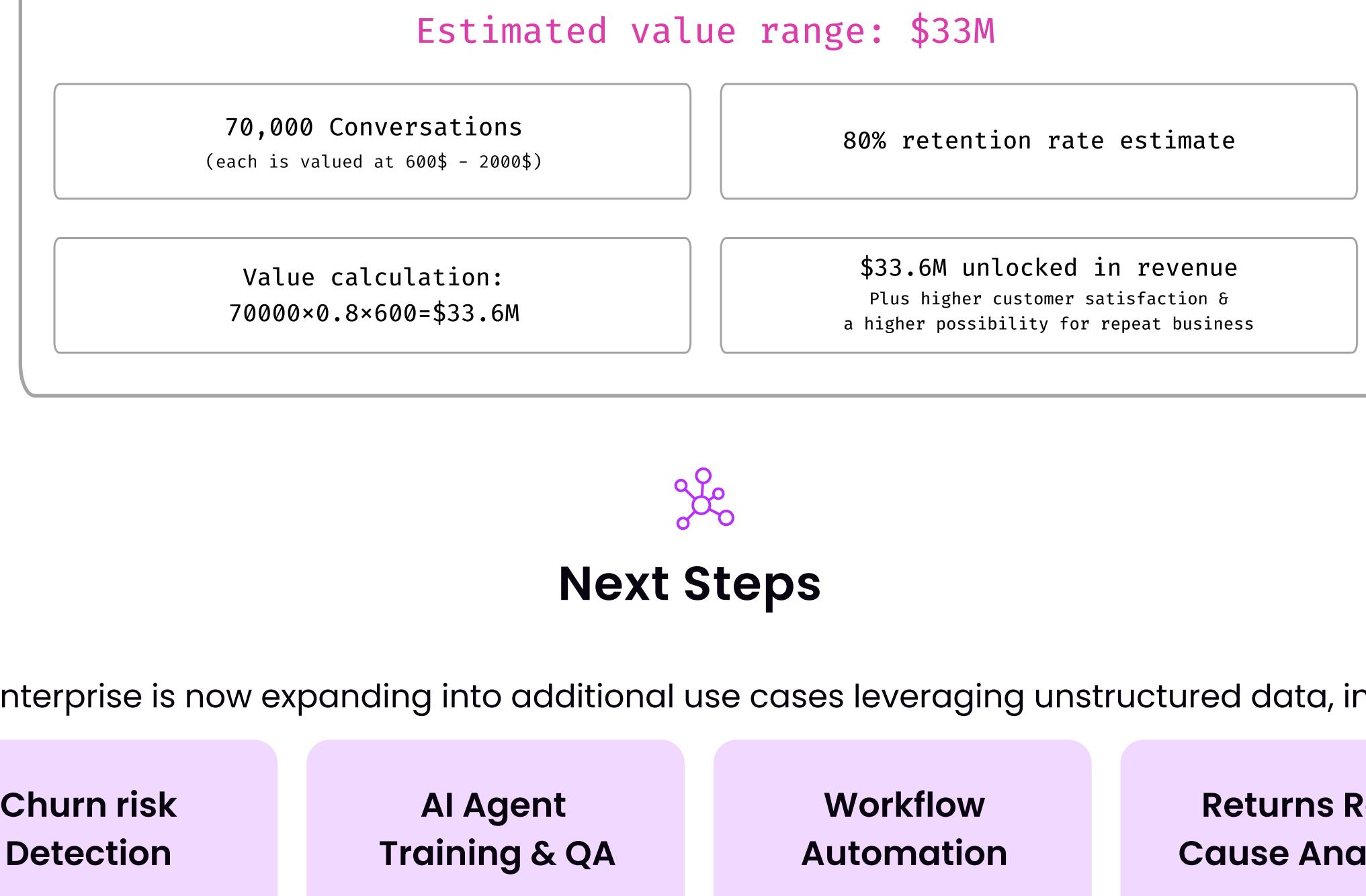
- Ingest, analyze and unify** over 140,000 customer chats and call transcripts
- Tap into the **full context** of each conversation to ensure **accuracy**
- Identify** over 70,000 conversations involving a request to exchange a product
- Apply domain logic to **isolate**:
 - Cases where customers were 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 ENTERPRISE

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.

