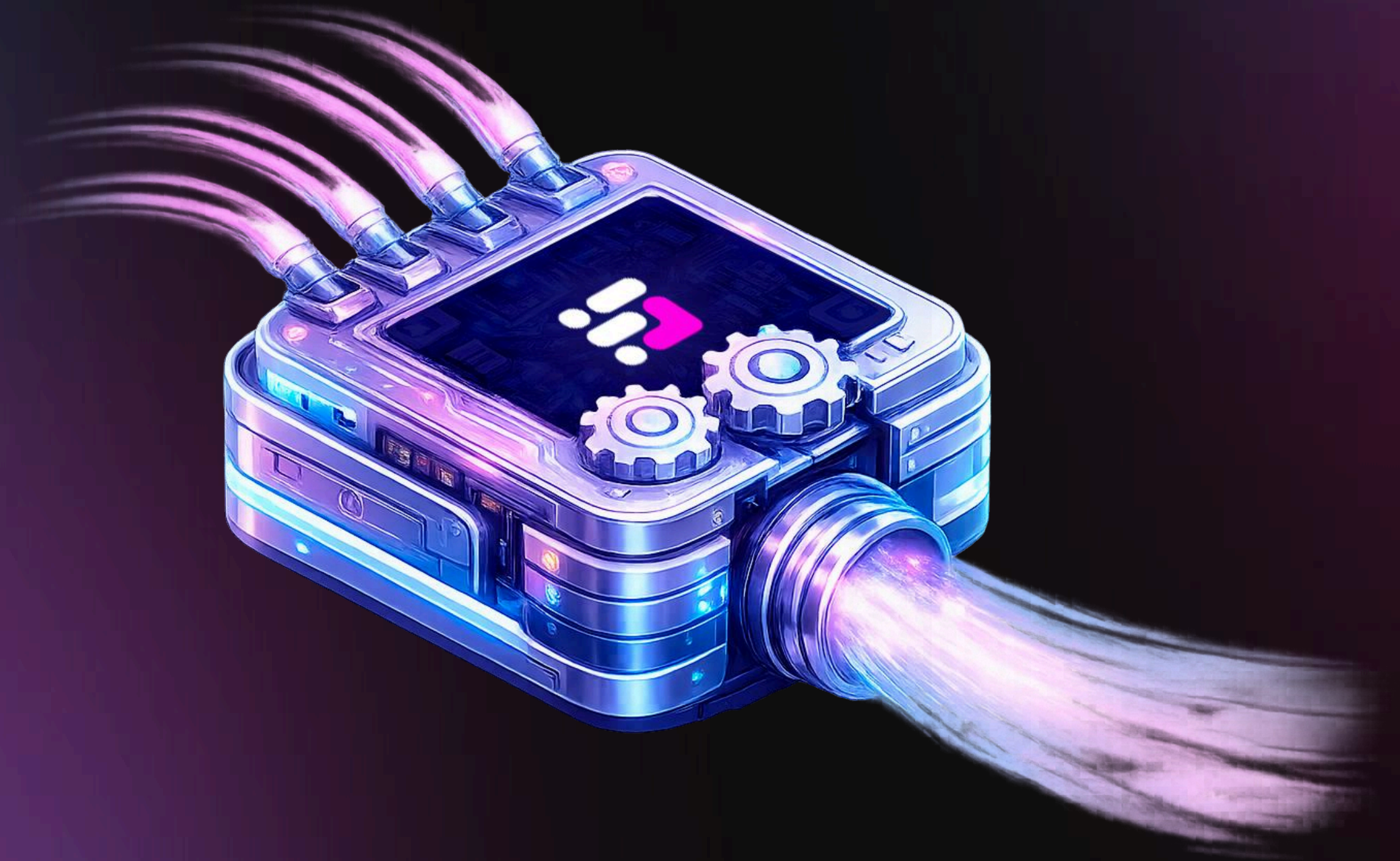


Case Study

\$33M in lost deals.

Recovered from unstructured data.



How a large US retailer turned fragmented enterprise data into a single pane of truth

 flexor

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:

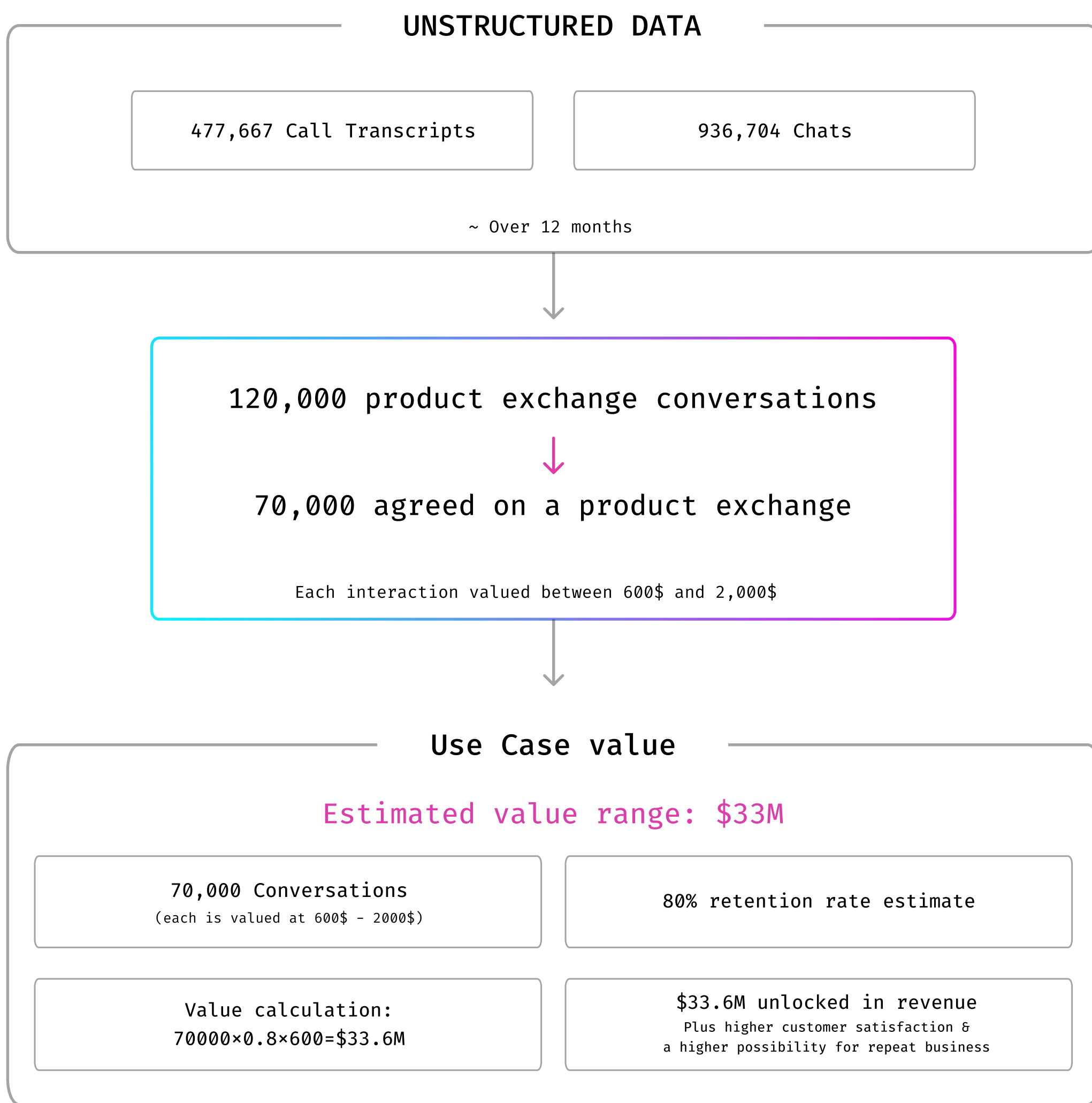
- **Ingest, analyze and unify** over 140,000 customer chats and call transcripts
- Tap into the **full context** of each conversation to ensure **accuracy**
- **Identify** over 70,000 conversations involving a request to exchange a product
- Apply domain logic to **isolate**:
 - Cases where customers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

Built from the ground up for data safety, Flexor delivers full observability, end-to-end lineage, and compliance with leading industry standards

