



R × Rael

The challenge

Rael was managing retailer deductions manually in a Google Sheet, without a clear source of truth. Their accounting team had to log into each retail portal, dig through old emails to locate signed BOLs, and email their 3PL for missing documents. Often waiting days for a response. The process was tedious, error-prone, and left the team unsure of what had been disputed, what was still open, or what had expired. Disputes were often skipped due to a low-dollar threshold or lack of documentation, and the effort rarely paid off.

The solution

RetailPath integrated directly with Rael's systems and began filing disputes automatically for retailer shortages and deductions. Once implemented, the process became seamless — no more Slacks asking for invoices, no more combing through inboxes or portals. RetailPath flagged overlooked deductions, refiled claims that had been auto-closed due to insufficient documentation, and ensured that every dispute was submitted on time. The team no longer had to coordinate with 3PLs or manually assemble support packages. Everything just happened in the background.

“RetailPath turned a tedious, manual process into something we don't even have to think about. We're recovering revenue we didn't even know was possible and our team hasn't manually disputed a single dispute since launch.”

Mannan, Head of Finance Rael

Beyond automation, RetailPath's proprietary Logistics Intelligence platform powered the results. Built on years of industry expertise and our in-house Document X-ray technology, it doesn't just gather files — it makes judgment calls. Logistics Intelligence evaluates each chargeback in context, cross-checking shipment data, carrier records, and EDI transactions against retailer claims. It then assembles the correct documentation package automatically and generates precise reasoning on why the deduction is invalid. This decision-making layer enables RetailPath to re-dispute claims that were previously rejected with accuracy down to units shipped. For Rael, this meant every dispute was not only filed, but filed with intelligence — driving higher win rates and eliminating hours of manual investigative work.

Key findings

Missed opportunity in low-dollar claims: 33% of deductions had gone unchallenged due to an internal dollar threshold.

Auto-denied disputes due to mismatched documentation: 50% of Rael's denied claims prior to RetailPath were due to insufficient information.

Expired claims: 12.5% of received deductions had expired due to missed dispute deadlines.

No visibility into trends: Without clean reporting, Rael couldn't identify which DCs were driving the most recurring issues — making root-cause analysis difficult.

Results

	Initial	After RetailPath	Impact
Dispute rate	22%	100%	Every claim disputed, every dollar fought for
Win Rate	42%	95%	From hit-or-miss to high-confidence
Hours Managing (Monthly)	32 Hrs	0-1 Hrs	Time refocused on growth, not paperwork

Rael now has complete visibility into the state of their retailer deductions, knows exactly which DCs are driving the most issues, and can report with confidence, all without having to manually handle deductions.