LUMINA DATAMATICS
WE MANAGE KNOWLEDGE

End-to-End Product Cataloging Services for a Leading US Pure Play Retailer

CLIENT OVERVIEW

The client is one of the leading online retailers with over 400 specialty stores in the United States. It offers a pedigree of product information across home & garden furnishing, health & fitness, sports & games & house-wares to name a few.

BUSINESS NEED

The client required Lumina Datamatics to develop over 5,000 SKUs and maintain 50,000 SKUs across multiple product categories-cost effectively & with over 99% accuracy to reach out to its customers.

CHALLENGE

- Cope with competitor offerings
- Provide a wide range of product offerings
- Cut down on the labor cost
- Focus on marketing efforts than building SKUs
- Eliminate the hassle of aggregating & normalizing the complex and unstructured product data sourced from different manufacturers
- Continuously develop a large set of SKUs for various manufacturers
- Deal with multiple set of people/vendors to develop SKUs, maintain quality & image processing activities
- Constantly evolve the product categories through market intelligence
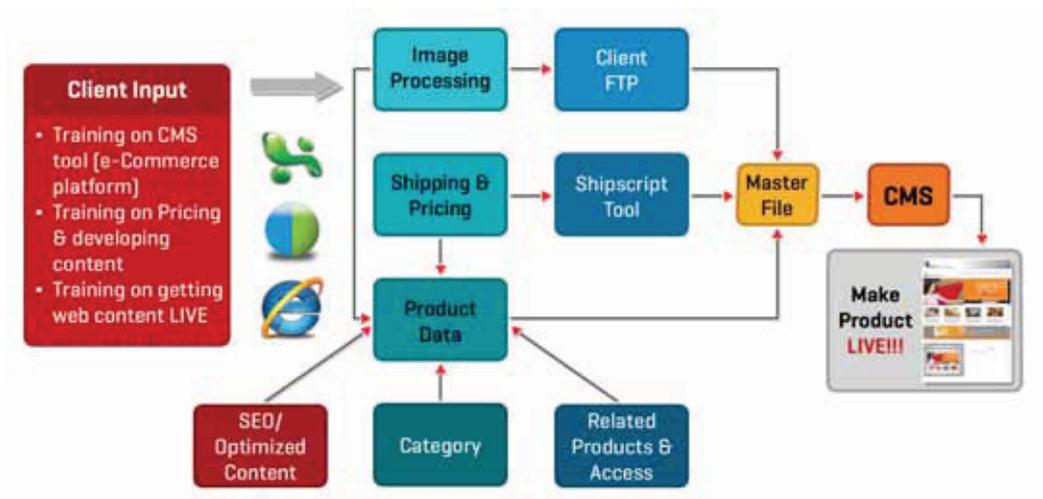- Identify cross-selling & upselling opportunities

➡️ SOLUTION

- Deployed a dedicated workforce with expertise in e-retail & image processing to yield high-quality product catalogs across multiple categories
- Developed an efficient workflow to support various stages of the process
- Deployed a dedicated category manager & quality team to maintain accuracy & quick turnaround in the process
- Identified opportunities to build SKUs, options, related items & accessories
- Offered standardized & SEO content--title, description, features & attributes
- Set-up multi-location offshore operation to mitigate redundancy
- Provided support during the client's time zones & holidays

BENEFITS

Lumina Datamatics produced thousands of product SKUs and also maintained the client's existing inventory comprising stock and price. This included:

- Improving the client's overall sales performance
- Reduced the labor & operational costs by at least 60%
- Consistently delivered high SKU counts and maintained over 98% accuracy

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PROCESS

Lumina Datamatics Facts

| 7 global offices, 3 delivery centres and 3000+ employees | Engagement across 4 continents | 3 of Top 5 retailers as customers | 2 Billion data points transformed annually for e-retailers | Specialized content, data, and analytics solutions provider |