

Simplified End-to-End Cataloging for a Leading United States 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 slew of products across home & garden furnishing, health & fitness, sports & games, and housewares, to name a few.

PROBLEM

The client needed help developing and maintaining SKUs across multiple product categories accurately and cost-effectively. They were encountering the following challenges:

- Competitive product offerings
- Rising labor costs
- Divided focus between marketing and building SKUs
- Aggregating & normalizing the complex and unstructured product data sourced from different manufacturers
- Continuously developing a large set of SKUs for various manufacturers
- Dealing with multiple sets of people/vendors to develop SKUs, maintain quality & image processing activities
- Constantly evolving the product categories through market intelligence
- Identifying cross-selling & upselling opportunities

SOLUTION

Lumina Datamatics leveraged its extensive experience working in the e-retail segment to devise a working solution, the highlights of which are as follows:

- Deployed a dedicated workforce with e-retail & image processing expertise to yield high-quality product catalogs across multiple categories.
- Developed an efficient workflow to support various stages of the SKU development and maintenance 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 operations to mitigate redundancy
- Provided support during the client's time zones & holidays

RESULT

- Contributed over 50% of the client's overall SKU requirements
- Constantly delivered over 98% accuracy
- Reduced the labor & operational costs by 60%

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.