

How an American Retailer Increased its Capacity to Onboard and List New Items by 4.5 Times



CLIENT OVERVIEW

The client is an omnichannel imaging, photography, and consumer electronics retailer in North America.

PROBLEM

The client's comprehensive processes needed scaling to accommodate rapid growth as their catalog expanded daily across multiple marketplaces. They faced challenges in quickly onboarding new items, which hindered their competitiveness.

- Processes required scaling due to rapid catalog expansion and integration needs across multiple marketplaces.
- Inability to onboard new items swiftly affected their ability to compete effectively in the market.
- To build an effective workflow to manage item setup, imaging, order management, and customer support across multiple marketplaces.

SOLUTION

Lumina Datamatics assembled a dedicated team of qualified eCommerce professionals to address the client's increasing product demand.

The solution included:

- Setting up items on their own portal, amazon.com,groupon.com, and overstock.com.
- Analyzing, sorting, and curating online product content.
- Creating fresh, engaging content and sourcing relevant product attributes.
- Developing high-quality product images.
- Monitoring orders from placement to fulfillment.
- Tracking auctions on auction sites.
- Updating and editing product categories and content for active listings.
- Providing customer support to resolve order-related queries promptly.

RESULT

Achieved significant improvements in time-to-market for new product listings and capacity to onboard items, alongside enhanced customer satisfaction through operational efficiency and proactive support.

Here are the details:

- Reduced time-to-market for new product listings from 7 days to just 48 hours, improving agility.
- Increased capacity to onboard and list new items by 4.5 times, from 400 to 1800 items per month.
- Enhanced customer satisfaction through improved operational efficiency and proactive support, boosting brand reputation and market competitiveness.

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. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness. For more information, please visit www.luminadatamatics.com.

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