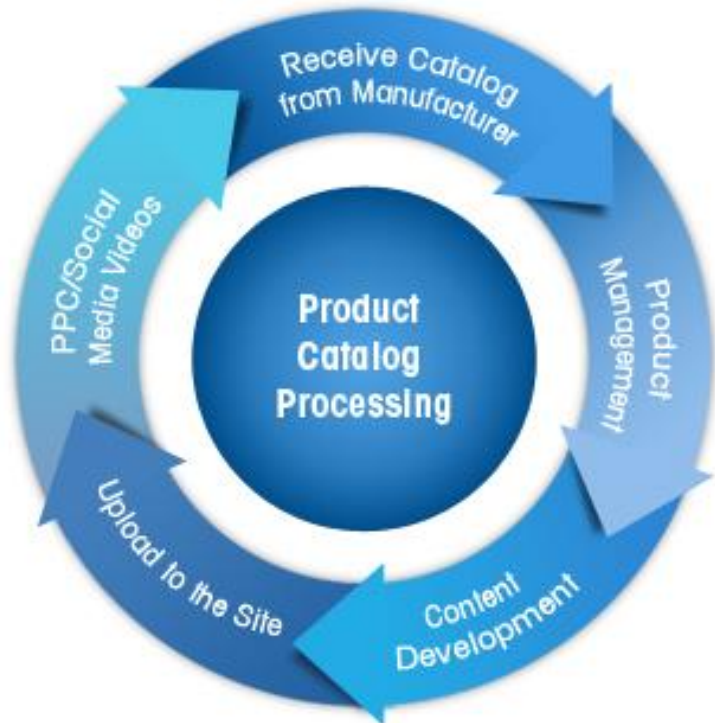




Introduction

Your eCommerce product catalog management helps build the foundation of your business. Managing your eCommerce product catalog is a necessary chore an eCommerce store has in its to-do list very often to ensure the quality of data of the products. How you organize, standardize, and publish your product data to each sales channel is a part of product catalog management. Managing data is a must to maintain the accuracy of all the products whether it is your own product or it is from a supplier or distributor. Today's retail era tells that investing time, effort, and resources to properly manage your product catalog is worth it.





Our client is a leading and very large multi-branded Commerce site having about 1.5 million SKUs

Challenges

As the client was managing a large number of SKU with plans to add over a million SKUs every year, more efficient operation and cost reduction were the major challenge. Eventually, margins were under pressure. Client approached Vserve to effectively handle these challenges and arrive at a cost-effective solution for which will enable them to grow that a fast pace.

Vserve’s effective strategy on Product Catalog Management

- Appoint 50 Full-time Employees (FTE) to upload 200,000 SKUs per month.
- Product upload includes:-
 - ✓ Catalog building & Indexing
 - ✓ Catalog Content Management
 - ✓ Catalog Conversion
 - ✓ Image editing & resizing

Result and Advantages of the Product Catalog Services offered by Vserve:

By having implemented the strategy of appointing 50 full-time employees for product upload including Catalog building & Indexing, Catalog Content Management, Catalog Conversion, Image editing & resizing, as planned 200,000 SKUs were uploaded successfully leading to the advantages such as below which was never seen before by our client.

1. 50% of Cost saving in manpower when compared to the In-house team at the client’s place.
2. Quick product addition in the site resulting in 10-12% higher sales as products were available more in categories when compared to earlier scenario.
3. Customer was engaged with the store due to proper indexing & catalog building.
4. Increase of Sales Conversions by 3% due to better quality of contents and images.