NEXOVA GLOBAL TECHNOLOGY

Streamlining Product Data Management for E-Commerce Growth

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Client Overview

Industry: E-Commerce

Location: India

Company Size: Medium to Large Enterprise

Products Offered: Wide range of consumer goods, electronics, and

lifestyle products.

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Challenges

The client, an established e-commerce retailer, was struggling with inefficient product data management. As their product catalog grew, they faced the following key challenges:

- Data Inconsistencies: Product data was scattered across multiple systems, leading to inconsistencies, incomplete product listings, and errors.
- Slow Time to Market: New products were often delayed due to inefficient data management processes, affecting the client's ability to launch products quickly.
- Poor Customer Experience: Inaccurate product details led to customer dissatisfaction, as customers could not find complete or correct product information.
- Lack of Integration: The client's product data was not properly integrated with third-party platforms like marketplaces and social media channels, limiting reach and sales opportunities.

Solution

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Nexova's Product Data Management (PDM) services provided a comprehensive solution that addressed the client's challenges and enabled scalable growth. The following steps were undertaken:

1. **Centralized Data Platform:** Nexova implemented a centralized data management system to store all product data in one place, ensuring consistency across the client's operations. This system enabled better control over the product life cycle and easy access to accurate information.

2. **Data Standardization & Enrichment:** We standardized product attributes (e.g., size, color, specifications) and enriched the product catalog with missing data (e.g., high-quality images, detailed descriptions, and technical specifications). This improved product listings and allowed for accurate product representation on the website and marketplaces.

3. **Automation & Integration:** Automated workflows were set up to streamline data entry, validation, and updates. Nexova also integrated the PDM system with the client's e-commerce platform, marketplaces, and other sales channels. This ensured that product information was consistently accurate across all platforms.

4. **Real-Time Data Syncing:** We enabled real-time syncing between the client's systems, ensuring that any changes to product data were automatically reflected across all channels, reducing manual work and errors.

5. **Custom Dashboards & Reporting:** Nexova provided custom dashboards that gave the client insights into product performance, inventory levels, and data quality. This allowed for better decision-making and proactive issue resolution.

Results

After implementing Nexova's PDM solution, the client experienced significant improvements in their operations:

- Reduced Time to Market: New products were launched 30% faster due to streamlined data processes.
- Improved Data Accuracy: Product data errors decreased by 95%, resulting in a more reliable online catalog.
- Enhanced Customer Experience: With consistent, accurate product information, customer satisfaction improved, leading to a 20% increase in online sales.
- Better Integration with Marketplaces: Product data integration with marketplaces led to a 15% increase in sales through third-party channels.

Conclusion

Nexova's comprehensive Product Data Management services allowed the client to enhance operational efficiency, improve data accuracy, and create a better customer experience. This solution empowered the client to expand their product offerings, increase sales, and ultimately drive growth in a competitive e-commerce market.

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