



Case Study

E-Commerce

Optimized catalog management to add products at scale

Business challenge

The client, one of India's largest online marketplaces, needed to quickly grow its online product assortment in order to keep up with the growing customer demand and competition. However, it lacked the capability and resources to consistently organize, standardize and publish product-specific information provided by multiple sellers and brands. It was, therefore, in search of an effective cataloging solution that would help in growing its product assortment quickly, while ensuring product information is customer-ready, and consistently adheres to its cataloging guidelines.

Solution

Netscribes set up specialized teams for managing the end-to-end cataloging process, which included data extraction, formatting, enhancing product descriptions and images, and making them ready for upload.

Content:

- Netscribes gathered product-specific information received from sellers and reviewed it as per the client's guidelines. Using its proprietary automated platform, the team identified important product attributes from third-party websites, such as competitor, brand manufacturer and review sites. The product information was then enhanced to include the identified product attributes.

Product descriptions:

- Depending on the product category, the team wrote rich descriptions ranging between 150-600 words to include the information that customers are looking for.

Images:

- The images shared by the seller were processed according to the guidelines, ensuring that specifications such as the resolution, dimension, clarity, and so on were met.

Benefit

The client was able to quickly expand its product assortment across key categories. Through the partnership, the client has been able to consistently add over 0.2 million unique SKUs per month to its e-commerce website.

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