



Case Study

E-Commerce

Quality audit to ensure product content accuracy

Business Challenge

The client, one of India's largest online marketplaces, had introduced a new workflow module that allowed sellers to directly share product-specific data with the client. The client would audit this information against set guidelines before uploading products on its e-tail site. However, as the number of products began to grow, it became extremely challenging for the client to audit product content for missing, inaccurate and inadequate information. The existing process had a turnaround time of over 48 hours per SKU, which was inefficient and not scalable. They needed a partner who could effectively examine the data provided by sellers, make necessary changes, and acquire information wherever missing to ensure the product content uploaded was accurate and met all guidelines.

Solution

Netscribes divided its team of cataloging experts into two groups – Content Audit and Image Audit.



Content Audit: The content audit team cross-examined the SKU information shared by the sellers, ensured compliance with the client's content guidelines, and made the necessary changes.



Image Audit: Images shared by the sellers were cross-checked by the image audit team, to ensure that images were available in the mandatory product views and of the required quality, dimensions and resolution. Non-compliant images were then edited based on the client requirements.

Benefit

The client was able to achieve an average accuracy rate of 99.5% through Netscribes' quality audits. The average TAT was reduced from 48 hours to just 8 hours per SKU, which helped the client add over 3 million SKUs per month.

Ensure effective management of product catalogs.

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