Netscribes' AI solution revolutionizes **catalog compliance** for a global e-commerce company

About the client

The company is a leading e-commerce player redefining the way people shop online while fostering transparency, efficiency, and equal opportunities for businesses of all sizes.

Founded in
2022

Headquarters:
India,
Delhi

Employees
200

The challenges

Despite being a major e-commerce player, the client struggled to enhance catalog quality and standardization on their platform. They aimed to develop an efficient catalog upload system, implementing rigorous 3C checks (Completeness, Correctness and Compliance), and by introducing a catalog rating system, and provide insightful reports to empower sellers in improving their catalogs.

Approach and solution.

Netscribes successfully fulfilled the client's needs with a web portal for authorized sellers, featuring secure log-in and an intuitive catalog interface

Dashboards provide insights, while a proprietary rule engine automates 3C checks for over 100,000 SKUs daily. This ensures efficient compliance with 3C standards

The reporting system includes summary and detailed reports for sellers, along with Seller Grading for clients, all centered on 3C checks, enhancing transparency and performance evaluation in catalog management

Results delivered

- Netscribes provided the e-commerce magnate with:
- A significant reduction in Turnaround Time, decreasing from 24 hours to just 1 hour
- A noteworthy 5% improvement in the quality of the processes or products
- Impressive scalability, accommodating a 100-fold increase in volumes
- Enhanced efficiency and productivity for the e-commerce platform, resulting in higher savings of time, effort, and resources
- Improved end-user experience, fostering customer loyalty

Client benefit

The client witness tangible improvements by partnering with us. They gained an automated mechanism for catalog guideline adherence, received summary reports with seller grading, and benefited from actionable feedback for catalog enrichment, ultimately improving their catalog management and seller performance.

Upgrade your e-commerce strategy with AI precision – choose Netscribes for Catalog Management solutions.

Contact us

www.netscribes.com

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