Case Study

e-Commerce

From Woe to Wow - The Story of Holistic Transformation in Online Shopping through Product Information Management

Bridging the gap between customer expectations, services delivered, and customer experience is essential for successful marketing. However addressing the challenges of inaccurate/ inconsistent content and presentation by effectively managing product data to help clients market and sell products online is critical for successful online conversions.

The Client:

A European retailer that provides a personal shopping service to around 2 million customers each year through a combination of direct marketing and online via their ecommerce websites. The retailer was looking at a service provider to enhance the scope, scalability as well as digital representation of their diverse product range for increased brand awareness, higher website traffic, improved sales, and enhanced shopper experience.

Challenges - Improving Digital Operations for Optimal Outcomes:

The main challenge was that poor shopper experience led to lower-than-expected sales conversions. This led to revenue leakage and Hexaware was roped in to address some of these challenges that included:

- Incomplete and inconsistent product information
- Quality of copywriting and product information across the website for certain categories was not consistent and needed improvement
- The completeness of content was measured using a content score. The content score was expected to be a minimum of 60% for each SKU, on the Hexaware developed framework. However, many products had lower scores, some even as less as 40% indicating issues with product descriptions. Also, the USP was not clearly articulated.
- Other challenges included lower search visibility in the web content that impacted the organic traffic.

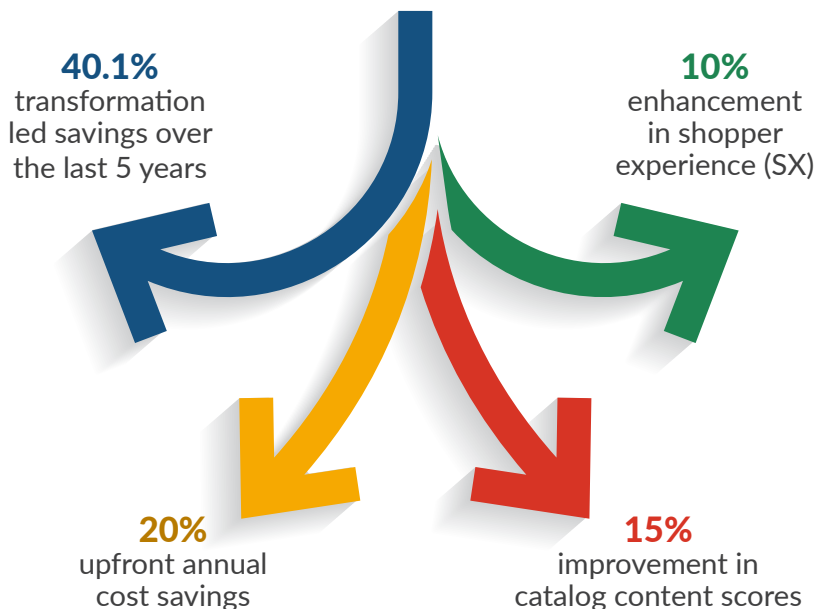## The Solution - Providing Finesse in Product Information Management:

Hexaware performed a comprehensive content audit of the client's existing website to come up with a detailed assessment report. The report tracked metrics and also provided expert insights on how to improve the content strategy and the underlying processes. Hexaware solution approach is explained in the following steps:

- Hexaware conducts a content audit across the client's own and third-party brands, to determine the content score for each of their SKUs

- Post audit, wherever the content score is found to be lesser than 50%, we focus on fine-tuning the content to increase the content score and enable a better minimum threshold

- After improving the content score, benchmarking is done for the quality of content on their own /OEM portal to assess the effective metrics and correct any content inconsistencies

- Assess all the standard SEO parameters, meta descriptions, tags, keyword research, etc. to ensure better discoverability of the product pages that improves shopper experience

- Hexaware also performs quality checks on the product images and client's digital assets to ensure best product display for visibility and sales

Product Information Management Yields Best Results:

Hexaware's holistic efforts in terms of better content quality and product information management has enabled the client to record remarkable growth in its sales conversions. The shopper experience rose and better conversions were obtained due to the additional relevant information available for the shopper to make the product purchase decision.

The business benefits achieved for a particular category earlier this year has resulted in upliftment in sales by USD 10 million. Other benefits include:

40.1%
transformation led savings over the last 5 years

10%
enhancement in shopper experience (SX)

20%
upfront annual cost savings

15%
improvement in catalog content scores

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'AUTOMATE EVERYTHING™, CLOUDIFY EVERYTHING™, TRANSFORM CUSTOMER EXPERIENCES™.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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