

CASE STUDY

CPG & Retail

Efficient catalog management solution for wholesale sellers in the marketplace



About the client

The client is a leading retail player based in UAE with operations spread across 13 countries in Middle East Asia and North Africa.



Founded in
1992



Headquarters
**Dubai,
UAE**



Revenue
USD 6 Bn



Employees
35,000



Objective and challenges

The retail giant aimed to reduce the overall effort for its wholesale sellers in the B2B market. Sellers had been spending a significant amount of time creating and managing their lengthy and complex product catalogs. The objective of the engagement was to simplify time-consuming processes related to catalog management, including:

- Sorting products into categories and reviewing their details for quality assurance
- Allocating products according to SKU IDs and other significant IDs
- Updating existing file format data for efficient storage and data management



Approach and solution

The client collaborated with Netscribes to create a comprehensive and advanced automated workflow module, aiming to establish it as the ultimate cataloging solution for wholesale sellers in B2B marketplaces. This module incorporated the following enhanced features:



Unified platform

The module provided a centralized platform for efficiently processing seller catalogs and notifying buyers about upcoming products



Seamless communication

Mailing features were integrated to facilitate smooth communication between wholesale sellers and their stakeholders



Accelerated QC review

The module implemented an accelerated quality control review process to expedite the catalog review and ensure its accuracy



Robust data storage

A reliable data storage facility was incorporated to securely store processed catalogs and associated information



SKU information cross-examination

The module integrated a streamlined and effective workflow to cross-examine SKU information, ensuring the absence of profanity or inappropriate content



User-friendly dashboard

A user-friendly dashboard was provided to sellers, enabling them to track the uploading status of their catalogs conveniently

Results delivered

The solution delivered to the client was in the form of an add-on module integrated with their e-commerce platform. This module is closely integrated with their ERP system SAP. It facilitated:

- Seamless API integration allowing for direct import of SKU data to the module. Earlier, this data import process was manual.
- Sellers can process SKU data on the module for compliance checks and review the same. Earlier, data processing had been done in excel.

Benefits

Through close collaboration with Netscribes, the client successfully streamlined its catalog management processes and achieved following key benefits:

- Overall effort in catalog processing was reduced by an average 40% for all sellers
- Improved quality with 3Cs (completeness, correctness and compliance) check for all SKUs

Streamline your data enrichment processes with advanced workflow options and automation like Netscribes [AI and automation solutions](#).

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