

# CASE STUDY

CPG & Retail

## Product catalog content creation for the Middle East retail landscape



### About the client

The firm is a leading retail powerhouse situated in the Middle East, with a robust presence spanning countries such as the United Arab Emirates, Saudi Arabia, Egypt, and beyond.



**Founded in**  
**1958**



**Assets**  
**USD 5.88 Bn**



**Revenue**  
**USD 45.53 Bn**



**Employees**  
**3,21,000**



### Challenge

The retailer urgently needed a more efficient and scalable solution for developing accurate product details as:

- They encountered a tangible bottleneck in content creation efficiency, with dedicated agents spending approximately 30 minutes on each product to generate detailed descriptions.
- With a weekly load of around 2,500 SKUs, the manual effort involved was not only extensive but also prone to quality issues due to human intervention.



### Approach and solution

Our team stepped in with an innovative solution, incorporating the 'Netscribes Workflow' - a proprietary workflow automation tool, and integrating ChatGPT for content creation.



It automated content preprocessing using precise prompts, presenting the output seamlessly within the platform.



It eliminated the need for human agents, as the prepopulated content underwent direct Quality Control (QC) approval.



The focus was on enhancing description and bullet point columns within batch files.



Efficiency was further boosted through the introduction of bulk submission, enabling the simultaneous processing of up to 500 records, reducing the effort required for large batches exceeding 3,000 records.



## Results delivered



Approximately 4,800 man-hours worth of effort saved every month



Tangibly reduced issues in the quality of product descriptions and tags, resulting in an overall 70% reduction in QC efforts



## Client benefit

This transformative collaboration optimized the retail player's content creation workflow and achieved notable time and resource savings while elevating the quality and consistency of their product details. The integration of advanced technologies has positioned the e-commerce stalwart for greater efficiency and competitiveness in the Middle East retail landscape.

Uncover how Netscribes [product catalog management](#) solutions can help you optimize operational efficiencies and ace the e-commerce race.

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