

Automated Large-Scale e-Commerce Replatforming Without Impacting Visitor Experience

BUSINESS CHALLENGES

An Electronics retailer lacked the internal resources to migrate to a new e-Commerce platform on deadline and without disruption to ongoing business. The project was further complicated by multiple stakeholders, different languages, and a large volume of unstructured content.

OBJECTIVE

eClerx Digital migrated the content without disrupting the visitor experience. To add value and increase efficiency to the engagement we also automated laborious and manual activities. The replatforming scope included:

- Content inventory
- Responsive page development
- Product attribute clean-up
- Page publishing
- Image re-authoring
- Post launch support

OUTCOMES



~8.5K SKUs and associated attributes migrated



~300 web assets and ~7,000 images migrated



20% increase in productivity realized from automation scripts



100% timeliness completed in 10 months

ECLERX DIGITAL SOLUTION



Recruited and trained skilled resources to assist with data matching, SKU removal and content clean-up



Applied a proprietary migration framework to strategize, plan, and execute across multiple countries



Built an automated migration tool to validate data and audit content, for quality assurance and timeliness

REPLATFORMING PROCESS



Requirement Gathering

Document and create user stories as well as content for the new platform



Platform Decision

Provide consultative inputs on various platforms for informed decision making



Creative Design and UI

Create style and wireframe for new website, e-commerce site or intranet



Implementation

System integrator to implement the new platform; eClerx Digital assists with template creation and platform-related decision making



Migration

End-to-end content and product data migration as well as site optimization



Change Management

Support additional and ad hoc requests and business process transition



Test and Validation

Data and content validation for error-free launch



Go-Live and Post Launch QA

New site optimization and error correction



Post Launch Support

Knowledge transfer and post roll-out content updates until content team is confident to independently execute on new platform

End-to-end Support

Consultancy Support

Do Not Support

ABOUT ECLERX DIGITAL

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

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