eClerxDigital

DATA MANAGEMENT

PRODUCT DATA MANAGEMENT

SUPPORTING OMNI-CHANNEL MARKETERS

Align product data with merchandising data for an optimized omni-channel commerce experience.

OVER 10% INCREASE IN ONLINE CUSTOMER SATISFACTION SCORE

50% SAVINGS IN OPERATING EXPENSES

7-FOLD IMPROVEMENT IN THROUGHPUT

Customers, businesses, and marketing processes are demanding more from product data as the number of channels increase. This demand is generating the need for a more robust and strategic approach to product information management (PIM). And a competitive advantage is gained when a well-constructed PIM is employed evidenced by improved website search and navigation, effective merchandising, quicker time-to-market, and differentiation in the user experience.

eClerx Digital is a product data management leader that supports clients through the transformation of data from operational necessities to strategic assets. Experienced in a range of industries and across the PIM lifecycle, from product line management and engineering data to master data management and product catalog and SKU set up, we ensure success for your omni-channel marketing.

"eClerx Digital's attention to detail and commitment to quality has been instrumental in identifying data discrepancies and system outages."

—Business Intelligence Director at Top 10 Leading Cable and Telecom Company.

Ready to improve the customer experience through data management? inquiries@eclerxdigital.com

HOW WE WORK

Product Catalog & SKU Life Cycle Management

Upstream product data converging with online data is a definable, repeatable, and scalable process that we can streamline for significant savings.

Data Cleansing & Standardization

A holistic approach to data cleansing addresses completeness, accuracy, consistency, and uniformity resulting in a better customer experience and higher conversions.
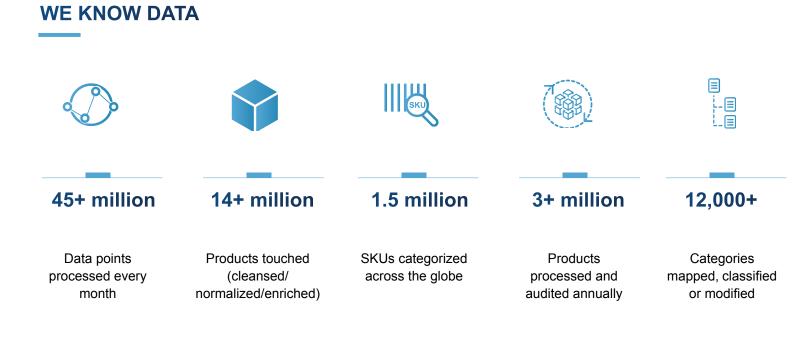
Data Enrichment & Attribution

An efficient process to scale, grow, and enable merchandizing initiatives for an enhanced experience.

Data Quality, Data Stewardship, & Data Governance

Leverage the full value and potential of your data with our multi-domain expertise throughout the data lifecycle.

Data Profiling, Reporting, & Analysis

Evaluate decisions and answer questions with actionable insights derived from data-led discovery and data mining.

WE KNOW DATA

45+ million	14+ million	1.5 million	3+ million	12,000+
Data points processed every month	Products touched (cleansed/ normalized/enriched)	SKUs categorized across the globe	Products processed and audited annually	Categories mapped, classified or modified

CONTACT
www.eclerxdigital.com