



GAINING GROUND IN THE MARKETPLACE

Abstract

Managing the complexities of multiple online marketplaces can become overwhelming when you have thousands of products to list. That's why Steve Bryan, Marketplace Manager for a leading online retailer reached out to Infosys BPM for help with streamlining his processes. And that's how he also managed to gain 60% in time savings.



Marketplace challenges

Steve Bryan, a Marketplace Manager at one of North America's largest online retailers of health and beauty products, pet supplies, and medical equipment, had a huge set of responsibilities under his belt. The primary responsibility of Steve's team was to manage the company's catalogue of over 31,000 products using a multichannel e-commerce software. Thus, a major chunk of the team's activities revolved around preparing and managing digital content and assets for various major online marketplaces, while ensuring brand and marketplace compliance.

In addition to publishing content efficiently, Steve was also responsible for streamlining the content governance

strategy and for leveraging technology to overhaul his existing processes towards supporting future growth. Recently, with the company planning on expanding into Europe and Asia, Steve had been mulling over how he could optimize his product listings on one of the largest online marketplaces. This would mean including all the required product attributes in their listings to ensure better searchability and increased revenues. Yet, with the depth and variety of his product catalogue, this was not an easy problem to solve.

One of the challenges involved was the low productivity in his team. With the company on average shipping over 1.8 Mn orders each month, team members were

not able to manage the increasing volume of orders and were further hampered by non-standardized processes which required them to expend effort on a wide variety of unrelated tasks. Moreover, each marketplace having its own requirements and workflows complicated both the team's output as well as audits.

Steve realized that he quickly needed to deal with the twin challenges of low team productivity and multiple workflows for each marketplace, but did not possess the required expertise. He had a situation in hand, which made him anxious and looking for support.

Tackling the twin challenges

Steve realized that he required a service provider who could leverage economies of scale to provide him better control on brand compliance. Aware of Infosys BPM's transformation expertise, he quickly connected with his point of contact and transformation specialist at Infosys BPM,

Walter Frings.

The two discussed at length on the challenges that Steve was facing and on the possible solutions. Early on into the relationship, Walter directed his team to first perform a deep dive discovery exercise

to understand Steve's current landscape and define its processes. After the process deep dive, the team also assessed the performance of the company's products, going through and analyzing its business reports in depth.

Approach summary



Within a span of just two weeks, Walter rapidly built a team of 15 content specialists who would support the increasing volumes of orders being managed by Steve. As Walter further engaged with Steve, they streamlined the catalogue building process and introduced quality check mechanisms for ensuring

data integrity. Finally, Steve was able to create standardized operating procedures to enhance his process governance, and gain several data-driven suggestions to sustain the resulting uptick in revenues.

All these transformations required a strong collaboration from Steve's incumbent team

members, but they were initially resistant to change their usual ways of working. However, Walter gently overcame this resistance by leveraging Infosys BPM's well-defined transition methodology, an approach that helped him to proactively assess possible time over-runs, mitigate their risks, and take pre-emptive measures.



Lucky stars and their benefits

Post successful transformation, Steve and Walter sat down to review the state of their partnership and the benefits it had delivered. Steve was happy that Walter's

new processes had enabled his team to proactively identify out-of-stock products having maximum revenue impact. Walter's deep data analysis had also greatly helped

prioritize the catalog cleanup and Steve was seeing a consistent uptick of 12% in revenues within just four weeks from when the partnership began.

Key benefits



Steve was able to optimize over 50,000 product listings of the company on the marketplace and managed to release 10% of them from the search suppressed lists. He also identified another 40% of the listings requiring quality improvements, and 5% at-risk listings. He was also able to reduce the handling time of product

publishing from 12 minutes to under 5 minutes.

The leadership at Steve's organization was delighted with the high product content score of 7 (out of 10), which was previously lying at 5. He received this high score for the 11,000 products directly managed by

Walter's team, and was further appreciated for the ~60% time savings he had gained on product publishing. As he wound up the review meeting with the leadership, Steve thanked his lucky stars for having helped him choose the right partner for his challenging responsibilities.

**Names have been altered to preserve the identities of the people involved.*

For more information, contact infosysbpm@infosys.com

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