



# PUTTING THE BEAUTY BACK INTO E-COMMERCE, WITH A PICTURE-PERFECT AUDIT

## Abstract

When Greg Murphy, Director of Amazon eRetail at the world's largest cosmetics company, found numerous inconsistencies in the product details uploaded on its eCommerce marketplace and in its internal invoicing data, he turned to Infosys BPM for help. This case details how Infosys BPM's detailed quality audit, validation, and invoice reconciliation helped the company attain a 100% product attribute accuracy, a 20% improvement in process efficiency, and an impressive increase in overall profitability.



## Beyond the Buy Button

Greg Murphy is the Director of Amazon eRetail at the world's largest cosmetics company with a massive range of personal care and beauty products under its belt. In this high-value role, Greg is primarily responsible for driving the company's growth and profitability in the Amazon marketplace. This called for regular validation of the product listings, regular invoice reconciliation, and timely deduction management activities.

The cosmetics giant had an expansive product catalog listed on Amazon, which had the Greg's team conducting frequent reviews, checks, and updates

for maintaining information accuracy in the product detail pages (PDP). The team would also verify and cross-check all invoice data on the e-marketplace against the company's purchase orders to ensure consistency in internal records.

However, Greg soon noticed multiple discrepancies in the product details his team had uploaded on Vendor Central. Key information like product pricing, titles, and descriptions were incorrect and even inconsistent with the internal records. Greg knew that these inaccurate descriptions could mislead buyers, eventually sabotaging consumer trust

and conversion rates. Looking for a full-service solution to this challenge, he sent out a global RFP detailing his expectations and requirements. After reviewing multiple responses with other senior executive from the company, Greg decided to sign on Infosys BPM as his partner for the project, given their proven expertise in conducting quality audits for PDPs in the eCommerce marketplace. He immediately set up a meeting with Govind Das, the Infosys BPM team lead, where he briefed him on the situation, clarified the challenge, and highlighted his need for a comprehensive audit of the PDPs to eliminate all inconsistencies.

## Clearing up those blemishes

With a clear brief from Greg, Govind rounded up his team of experts to devise a structured plan for tackling the inconsistencies head-on. Together, the team decided to begin with a meticulous audit and validation of the eCommerce

PDPs, identifying all discrepancies and inaccuracies along the way. To start off, Govind and the team conducted in-depth online reviews of the PDPs, while validating and ensuring that the product information, availability status,

and pricing aligned perfectly with the company's internal records. They flagged all discrepancies, and where necessary, raised tickets with Amazon to rectify inaccuracies.

## Approach summary



Along with this, Govind also turned his attention to the financial side of operations. He combed through the eCommerce invoices with his team, reconciling each against the cosmetic

giant's purchase orders to detect discrepancies in charges and deductions. After identifying the mismatched information and inconsistencies, the team raised the appropriate tickets on Vendor

Central, ensuring that incorrect charges were reversed, missing amounts were recovered, and all financial records were accurately updated as per the company's purchase orders.

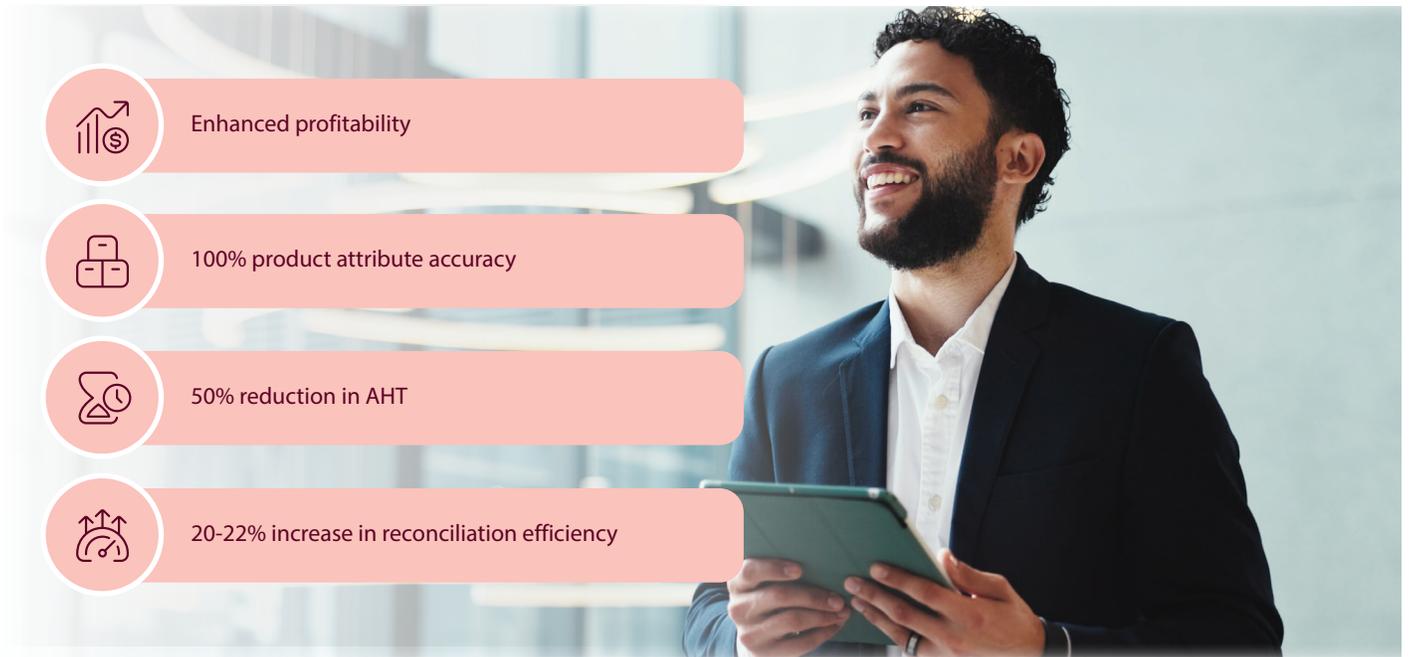
## The beautiful outcomes of a thorough audit

Govind and his team's PDP validation and invoice reconciliation efforts helped Greg regain control over the company's eRetail operations, while restoring accuracy to its product listings and financial transactions

alike. The team was able to eliminate all discrepancies and inconsistencies from the PDPs, achieving a perfect 100% product attribute accuracy. Adding to the increased accuracy, their

proactive approach in managing Amazon tickets reduced the average handling time (AHT) of product listing issues by 50%, ensuring faster resolution and smoother updates to product details.

## Key benefits



Enhanced profitability



100% product attribute accuracy



50% reduction in AHT



20-22% increase in reconciliation efficiency

On the financial front, the enhanced verification processes helped Greg's team witness a 20-22% improvement in reconciliation efficiency, accelerating payment processing and reducing cash flow bottlenecks. With cleaner data, zero errors, and a more structured approach to

deductions and invoicing, the company saw a direct impact on its bottom line with enhanced profitability in the eRetail space. For Greg, the success of this audit project has delivered a great strategic advantage. With the PDPs now error-free and invoicing activities made accurate,

Greg can focus on scaling the company's eCommerce presence with confidence. It's safe to say, the results of this partnership were as picture-perfect as the cosmetic giant's beauty products.

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

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