



eClerx Digital

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 SCORES



50% SAVINGS IN OPERATING
EXPENSES



700% 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). A well-constructed PIM achieves a competitive advantage through 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 life cycle, we ensure success for your omni-channel marketing, from product line management and engineering data to master data management and product catalog and SKU set up.

"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.

Learn how to improve the customer experience through data management: eclerxdigital.com

HOW WE WORK

Product Catalog and SKU Life Cycle Management

Converging upstream product data with online data is a definable, repeatable and scalable process that we streamline for significant savings.

Data Cleansing and Standardization

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

Data Enrichment and Attribution

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

Data Quality, Data Stewardship and Data Governance

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

Data Profiling, Reporting and Analysis

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

We know data



45+ million

Data points processed every month



14+ million

Products touched (cleansed/normalized/enriched)



1.5 million

SKUs categorized across the globe



3+ million

Products processed and audited annually



12,000+

Categories mapped, classified or modified

ABOUT ECLERX

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, Italy, Germany, and Singapore, along with its delivery centres in India and Thailand.

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