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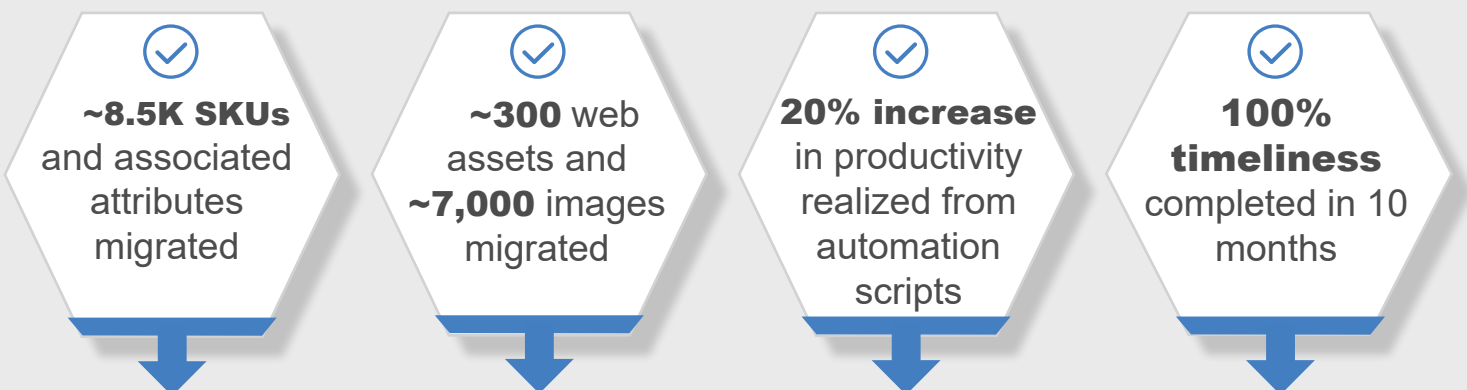
BUSINESS CHALLENGES

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 replatforms your e-Commerce site without impacting the visitor experience.

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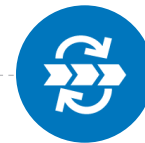Create style and wireframe for new website, e-commerce site or intranet

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