

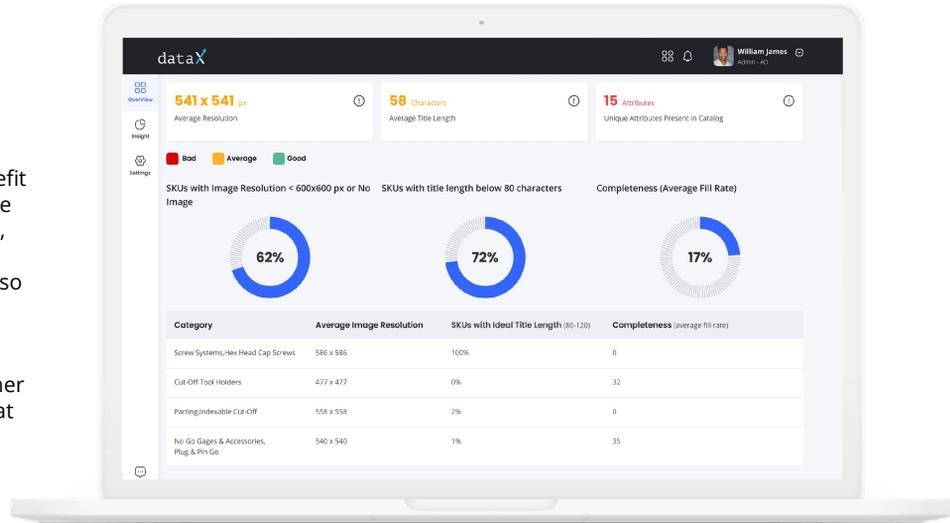
Automating product data  
onboarding using AI

## **MODULE R4**

Customer Experience Optimization

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All your customer facing content can benefit with the Customer Experience module. We optimize content on product listing pages, product landing pages, product titles, left hand navigation, breadcrumbs, etc. We also make searches more effective by using attribute weights, Google AdWords, customer search strings and navigation patterns. This tunes the display to customer expectations, increasing the likelihood that customers will see the products they are looking for.



### What we need from you

Current catalog, display taxonomy and content on customer facing pages.

### What we do

Review Google AdWords, past customer searches, navigation patterns and attribute weights to enhance customer experience on your ecommerce sites, particularly:

- Pathways optimization using breadcrumbs.
- Product landing pages and product listings well-aligned with customer search patterns.
- Effective product titles and descriptions.
- Left hand navigation enables simpler searches by category.

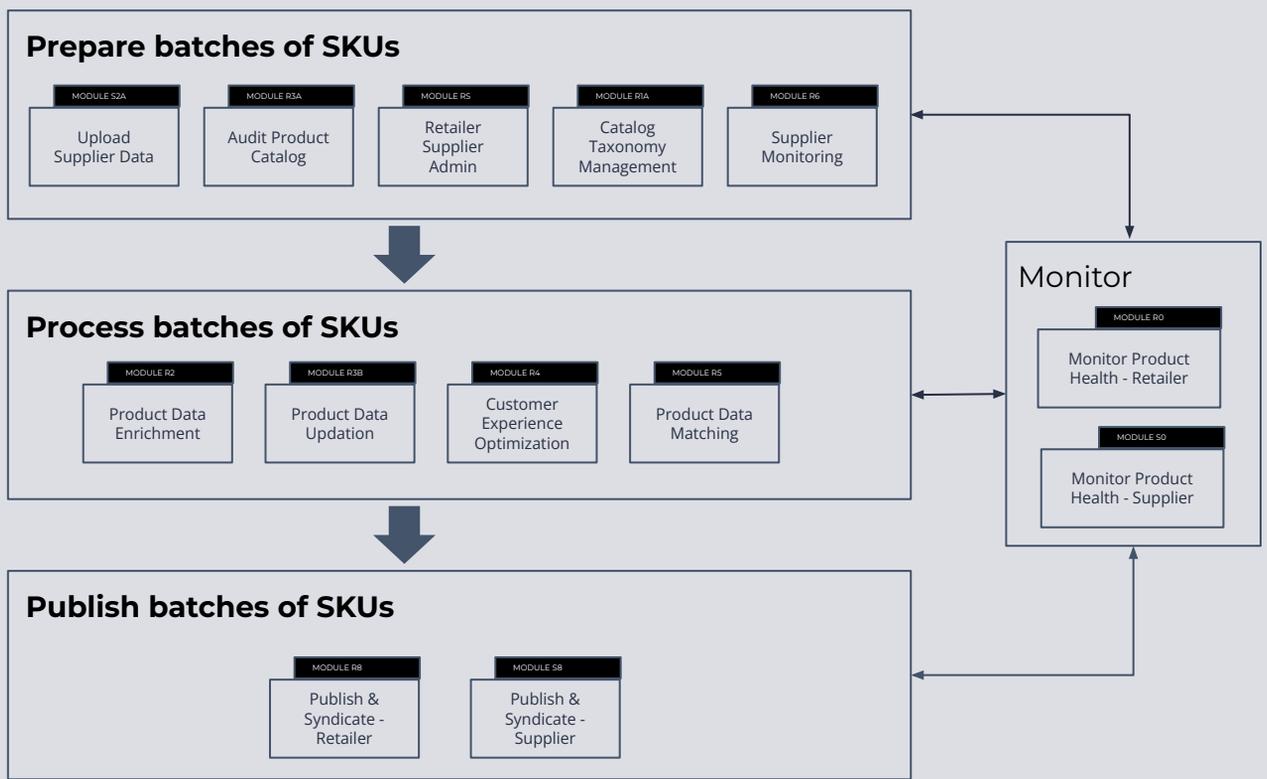


### What you get from us

Front end display taxonomy guided by customer behavior leading to vastly improved searches where customers are more likely to find the product they are looking for.

*"In early field tests, we were able to see an increase in revenue of more than 3% due to the solution implemented." – Japanese retailer, Group CIO*

*"We were able to scale our catalog over 100X in just 18 months without compromising on quality." – Top 3 US retailer, SVP Engineering*



## Get the best out of your data with dataX

### Is your data working well for you?

Data works well for you if it is handled well. An onboarding process that is mostly manual can be inefficient and error prone, not to mention, difficult to scale. A small change in data format can cause entire systems to halt. Syncing with suppliers' data can be a challenge. Scaling your catalog can take a disproportionate amount of time and effort. We understand your pain.

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### Automate key aspects of your business

We use AI to automate the workflow to match your current process and achieve up to 90% automation of the process within six months of engagement. Our solutions are customized to fit your needs, and our platform can be fully integrated with your existing PIM system. We will help you automate every aspect of product data onboarding and enrichment.

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