

Improving eCommerce Sales with Digital Capabilities

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The landscape of grocery is experiencing a wave of disruption and growing increasingly more competitive. A top grocery retailer felt the pressures of a rapidly evolving industry and sought to outpace competitors in innovating to meet consumer demand. At the outset, the client's primary objective was to improve the customer's digital experience with product attributes, clear product images, and accurate product availability.

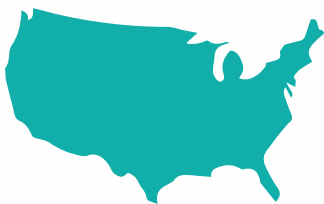
This retailer's current eCommerce and delivery platform was being used for about 10% of its stores but faced issues with maintaining quality product attributes, prices, and images. These issues were impacting the customer experience, and before rolling out additional stores on their eCommerce platform, the retailer needed to rethink how they managed, organized, and deployed their eCommerce strategy. With an increase in competitors offering online shopping and delivery options, this retailer was challenged with updating their eCommerce platforms and processes to address the growing customer preference for an omnichannel grocery experience. Not only did they want to update, but also ensure sustainability and ease of use for employees to the processes implemented into the business. This was achieved by providing training on the new processes in place and supporting technology.

By partnering with Clarkston, the client was able to achieve an enhanced integration to the eCommerce platform to ensure product availability and accuracy online. This was achieved by improved digital asset management in developing a product image repository, a delivery mechanism to the online storefront, and an enhanced storefront design for a stronger user experience when shopping. These changes resulted in an increase in online sales by 67% within the first three months of the new eCommerce experience rollout.

Consumer Products Case Study

PROJECT OVERVIEW

HQ LOCATION:



United States

INDUSTRY:



Retail

PRODUCTS + SERVICES



Grocery store co-operative

PRIMARY OBJECTIVES:

- Provide strategy and implementation support for enhancing online grocery offering
- Improve the customer experience online with 'customer-friendly' product attributes, clear product images, and accurate product availability
- Develop ongoing processes to support the management of the eCommerce platform

RESOLUTION:

- Delivered a robust grocery eCommerce analysis including industry trends, best practices, and competitive analysis to help drive strategy and decision making
- Determined the optimal products to be included within their online product catalog
- Developed data governance and standards for product attributes and images
- Enhanced an existing application to manage product master data attributes specifically for eCommerce (descriptions, online departments, and aisles)
- Enhanced the integration to the eCommerce platform to ensure product availability accuracy online
- Improved digital asset management by developing a product image repository and a delivery mechanism to the online store front
- Delivered a new store front design for a better shopping experience

KEY BENEFITS:

- Provided stores improved technology to manage the data, prices, images, and availability of products being transmitted for the online product catalog
- Ensured data governance strategy and standards were followed with the improved technology
- Determined the optimal product assortment and ensured that data cleansing efforts met the newly established eCommerce guidelines and standards
- Identification and collection of missing product images based upon establishment of central DAM repository
- Developed a training program for headquarter and store personnel on the new processes and supporting technology
- Provided an enhanced eCommerce experience for the customer that increased online sales 67% for the retailer within the first three months

CLARKSTON
CONSULTING



Established data governance processes and applications to support the new eCommerce experience



Sourced and collected product images through an established Digital Asset Management repository



Cleansed over 90,000 product attributes to support the customer experience online



Increased online sales 67% within the first three months of rolling out the new eCommerce experience

