

A woman with voluminous curly hair and black-rimmed glasses is looking down at a laptop screen. She is wearing a red and blue plaid shirt. The background is a warm, out-of-focus interior space.

STREAMLINE THE CUSTOMER JOURNEY

4 TIPS FOR MANAGING
A LARGE ASSORTMENT
FROM A PRODUCT STORY
PERSPECTIVE



Retailers with large assortments face a challenge: do you sell on range or do you sell on product story?

Historically, selling on range has been the default. When you're dealing with complex product information across all your SKUs, it's hard to find the time and resources to manage the product story.

But make simple changes to your technology and processes, and it's easy to solve this conundrum.

**THESE 4 TIPS WILL HELP YOU STREAMLINE
PRODUCT INFORMATION MANAGEMENT,
ENGAGE YOUR CUSTOMERS AND GAIN
COMPETITIVE ADVANTAGE ACROSS CHANNELS**





CENTRALIZE

1

CONSOLIDATE PRODUCT INFORMATION SOURCES INTO A CENTRAL REPOSITORY

When you're managing tens of thousands of SKUs, product information usually comes from several sources – supplier portals, ERP systems, documents, spreadsheets, image files

This fragmented system means it can take hours to collate information. Multiply this by all your SKUs and channels, and you spend an enormous amount of time while risking inaccuracy and inconsistency.

Eliminate this risk and boost efficiency by consolidating all these sources into a single repository of accurate product information, which you can use across channels and markets.

As an example, a large company that sells assembly and fastening materials for the trade and construction sectors has 14,000 SKUs across 5,000 products, each with technical detail around integration with different machines.

The company implemented a central product information management system that integrates with its ERP and website content management systems. The same product information feeds the website and the catalog, and all teams have complete confidence in its accuracy. New products can be live on the website and ready to order in just 2 hours, and the company can print catalogs significantly faster.

Boost efficiency with a single source
for all product information





2

TAILOR PRODUCT INFORMATION FOR EACH MARKET AND CHANNEL

When you've centralized your product information, it's easy to tailor product descriptions for specific purposes.

For example, if you're managing local assortments, you simply translate as appropriate.

Similarly, if different channels have different requirements around description length or image type, you can easily adapt the product

information while maintaining consistency across channels. Also, if you have specific assortments for ecommerce, catalogs and online marketplaces, it's easy to create a tailored yet uniform customer experience.

3

AUTOMATE PRODUCT MANAGEMENT PROCESSES


The time you spend managing a large assortment is better spent on sales and marketing.

And that's why automating your product flow has a direct effect on revenue. Once you've centralized your product information, it's easy to streamline workflows across your assortment.

For example, one global workplace materials supplier completely automated the product flow for 15,000 SKUs, from set-up in the ERP to live on the website.


All data is available in one agile system, so teams no longer have to juggle an inflexible

ERP, spreadsheets and image files. It's significantly easier for staff to maintain the printed and ecommerce catalogs by drawing on this central, definitive source of product information. The efficiency gains have reduced resource requirements and freed staff to focus on adding value. It's also dramatically improved data quality and accelerated time to market.



Adapt product information for
specific purposes across channels

Manage related
products effectively



4

CATEGORIZE PRODUCTS TO STREAMLINE THE CUSTOMER JOURNEY

When you manage related products effectively, you tell a compelling story about each product and your overall range.

Each product has its context, but customers also see how your wider offering fulfills their needs.

But you need to be relevant and creative when packaging your products. When you create product categories and subcategories up front, you can do this strategically and proactively. You're also more flexible,

because you can add and remove products without having to update each related product page and channel manually.

And this means you're in a strong position to offer customers the best experience – while capitalizing on the best cross- and up-selling opportunities.



MORE THAN 300 CUSTOMERS WITH 900 BRANDS AROUND THE WORLD RELY ON INRIVER.

inRiver is the market leader in Product Information Management (PIM) for B2C and B2B multi-channel commerce. Our powerful inRiver Product Marketing Cloud facilitates the creation, handling, and distribution of perfect product information to create a world-class customer experience across channels, in multiple languages.

Founded in 2007, inRiver is an award-winning and rapidly growing company with an extensive partner network. More than 900 globally recognized brands rely on inRiver's PIM platform to control the product flow. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam, and Stockholm, and sales offices in Phoenix, and Istanbul.

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