

RETAIL OPERATIONS

The success story of how RPA Tool automated a labor-intensive retail process for our client - a leading global consumer goods company with multiple banners under its brand. The eCommerce team of the client wanted to eliminate manual effort required for a critical process, to reduce its impact on business operations and save time, money and lost opportunities.

Challenge

The client's eCommerce team was going through a manual process of copying and pasting its official eCommerce listings before comparing it with a master list to audit the compliance of its eCommerce listings across different South East Asian and Australasian (SEAA) countries.

The process was labor intensive and it took a long time before any actionable insights and non-compliance could be identified, which was costing the team time, money and business opportunities.

Results Achieved

- **300** SKUs covered in automation
- **100%** Accuracy achieved while extracting text and image data
- **2 minutes** Cycle time to complete capture of an SKU on each market place
- **20X** Improvement in audit frequency after automation

Process Flow

- Extract required text & image data of the specified SKUs from the eCommerce listings across multiple eCommerce platforms not owned by the client
- Compare and identify non-compliant eCommerce listings against the master data available in the in-house application
- Collate the extracted data onto a structured data format (i.e. Excel) to enable fast comparison and checking with a master list, as well as generating actionable insights on the eCommerce listing
- Extract & collate promotion details for all client eCommerce listings to enable tracking of ongoing promotions of eCommerce listings and determining promotion mechanics of ongoing promotion listings
- Extract & collate pricing for all client eCommerce listings to enable tracking of existing & historical pricing for specified eCommerce listings & competitor eCommerce listings

- Extract & collate on-shelf availability for core client eCommerce listings to enable tracking of existing & historical availability for specified eCommerce listings

Solution

- The bots read the SKU list and crawls the marketplace to extract required information and store in the Database for comparison
- During extraction of SKU details, another bot will run in parallel and compare details against the master list in the repository, and a third bot will run and generate comparison reports for business users
- The search as well as comparison results are presented to the business users on the RPA Tool's Data Interface screens and analytics reports
- With RPA Tool's in-built UI portal, the business users are able to select the list of SKUs to be included in each automated audit. They are also able to add/delete SKUs in a few clicks.