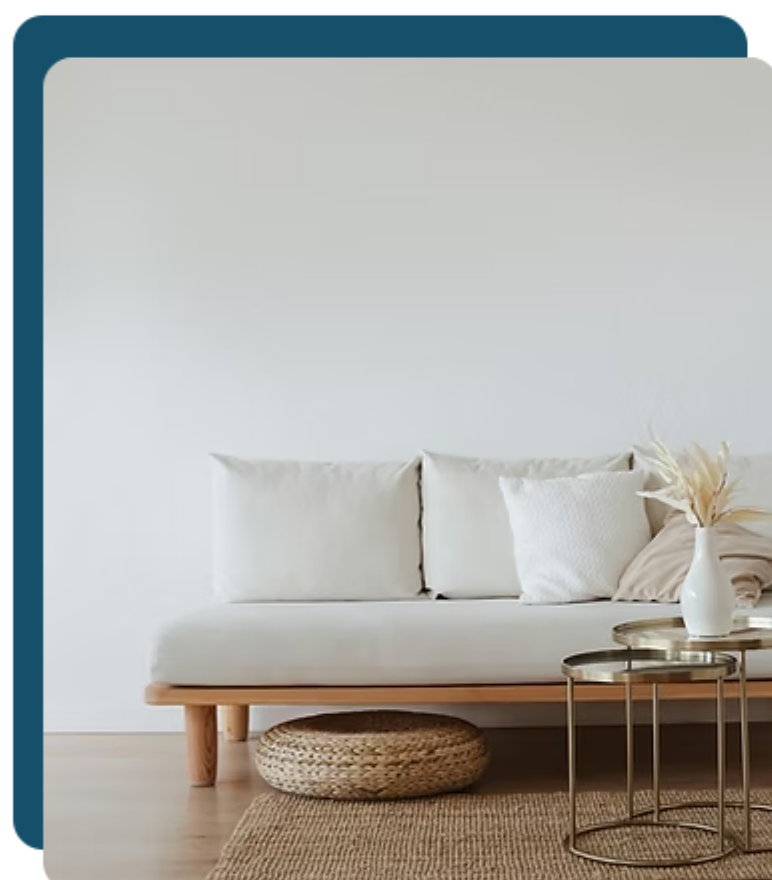


Product Experience Management Customer Case Studies

Transform customer experience and boost ROI.

Furniture and Decor Importer and Wholesale Distributor

One of the largest importers and wholesale distributors of fine handcrafted furniture on the West Coast, known for its meticulously curated collections and on-trend designs, faced a challenge in centralizing its product information and digital assets. They needed a flexible solution with configurable workflows to align with their unique business processes, enabling them to create, organize, and optimize data. The goal was to ensure brand consistency for retailers and designers, provide a single version of the truth across all channels, and improve efficiency through workflow automation.



The Solution

Digital Wave Technology implemented Product Experience Management (PXM) which includes product information management (PIM), Master Data Management (MDM), and Digital Asset Management (DAM). PXM provided a centralized source for managing its product catalog, enabling internal and supplier collaboration, and establishing a single source of truth. PXM facilitated efficient and accurate handling of product information across online platforms, the POS system used by sales representatives, and all third-party integrations with vendors, customers, and online marketplaces. This also allowed them to manage their product catalog in one place, ensuring efficiency and accuracy.

The Results

The customer achieved streamlined product onboarding, expanded assortments, centralized data management, and improved operational efficiency through automation. This supported their business model, paving the way for growth and enhancing customer experiences across all channels. They were particularly impressed with the PXM's robust workflow capabilities and flexible configuration, which made it easy to align with their specific business processes.

- **Improved Data Quality:** The use of data validation rules and automated data entry processes significantly enhanced the accuracy, timeliness, and completeness of product information.
- **Consistent Brand Experience:** Digital Asset Management ensured a consistent brand presence across various channels by simplifying the distribution of digital assets. This consistency was vital for maintaining strong relationships with retailers and designers. This consistency reinforced the brand's image and reliability, crucial for maintaining strong relationships with retailers and designers.
- **Increased Productivity:** The PXM's built-in automation streamlined manual processes, reducing the time and effort required to manage product information. This allowed the company to focus on more strategic initiatives than routine product management, boosting overall productivity.
- **Enhanced Customer Trust:** The clarity, accuracy, and reliability of product details increased customer confidence, leading to stronger customer loyalty and repeat business.