

Product Experience Management Customer Case Studies

Transform customer experience and boost ROI.

World's Largest Travel Luggage Company

The world's largest travel luggage company needed to maintain consistent brand standards while aggressively expanding its global reach. They required an efficient, flexible, and scalable technology infrastructure to support their growth objectives.

The Solution

Digital Wave Technology's PXM solution enabled global brand governance and operating efficiencies with localized product content optimized for each geographic region. It includes multiple languages and currencies and features streamlined workflows to enhance collaboration across international teams.

The Results

The customer improved brand governance, increased operational efficiencies, and enhanced customer experiences globally through Digital Wave Technology's leadership in their digital transformation.

- **Expanded Global Footprint:** Established a simplified process for the retailer to scale its global presence to 47 marketplaces successfully and quickly expand revenue opportunities into additional sales channels.
- **Improved Product Information Quality:** Enhanced product information management quality across 12+ regions, 15+ languages, and multiple channels, ensuring accurate and consistent product data and improving the product experience.
- **Enhanced Content Creation Efficiency:** Optimized content creation processes, improving efficiency and consistency through automation, reducing time-to-market across regions.

