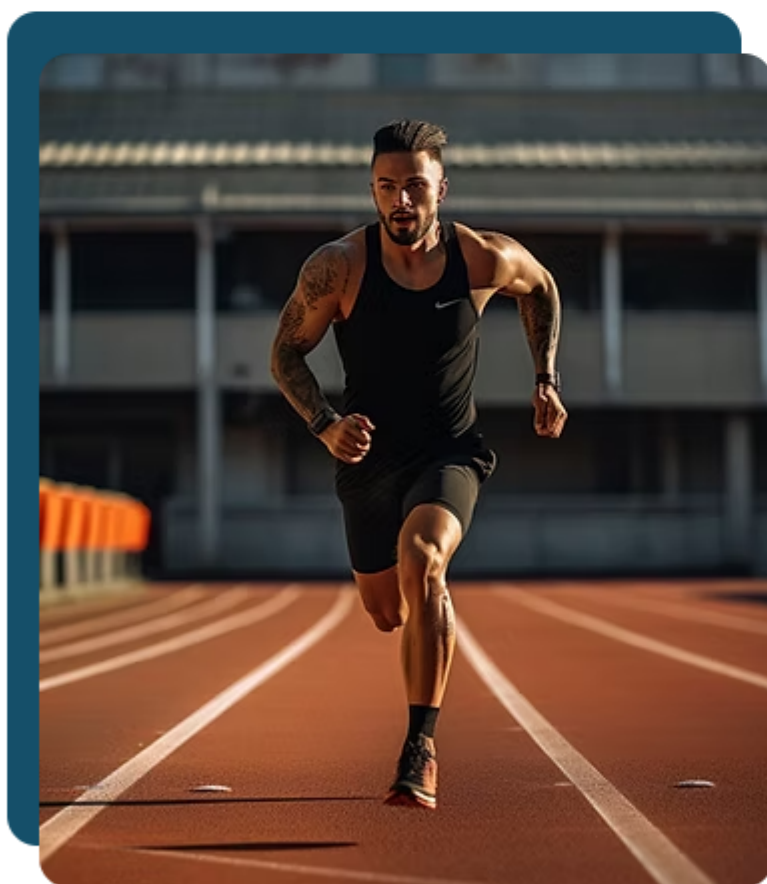# DIGITAL WAVE
T E C H N O L O G Y℠

Product Experience Management Customer Case Studies

Transform customer experience and boost ROI.

Leading Fashion & Sporting Goods Retailer

A leading fashion and sporting goods retailer was eager to efficiently scale its assortment and streamline product information management processes while complying with manufacturer restrictions.

The Solution

Digital Wave Technology implemented PXM, which includes Master Data Management and Digital Asset Management, to establish a single source of truth, enabling efficient collaboration internally and with suppliers.

The Results

The customer achieved rapid product onboarding, expanded assortment, centralized data management, and improved operational efficiency, paving the way for growth and enhanced customer experiences.

- **Expanded Assortment:** Increased the number of drop ship SKUs by 50%, capitalizing on new market opportunities.
- **Improved Efficiency:** Automated and centralized data management processes allowed the retailer to reallocate 25% of its enrichment and Web Operations staff to other revenue-generating tasks, increasing productivity and cost savings.
- **Enhanced Inventory Visibility:** Reduced the number of items with inventory but not available online by 80%, improving customer experience, increasing overall sales, and inventory turnover.
- **Improved Conversions:** Streamlined information management processes, accurate availability status, and enriched product content contributed to a 25% increase in conversions and a 25% reduction in cart abandonment.