Product Experience Management Customer Case Studies

Transform customer experience and boost ROI.

North America's Largest Distributor of Luxury Goods

North America's largest distributor of luxury goods faced challenges in managing product information, maintaining a single source of truth, and ensuring agility in their complex digital strategy.

The Solution

Digital Wave's PXM provided a single source of truth for all product data, streamlined workflows for product onboarding and enrichment, and flexibility to tailor the solution to the luxury distributor's unique business model.

The Results

PXM effectively addressed the distributor's challenges, delivering significant improvements and the achievement of their strategic goals:

- **Streamlined launch processes, achieving 3x faster rollouts:** Ensured swift market entry and a stronger competitive edge.
- **Unified Data Management:** Established a centralized platform for all product data, improving data accuracy and consistency across the organization.
- **Accelerated Company Growth:** Decreased the time needed to prepare product copy and attributes from days to hours, further propelling product portfolio and revenue growth.
- **Optimized Operational Efficiency:** Implementing Digital Wave's automated reporting for "Not on Digital" items reduced manual analysis and communication from three days to minutes, enabling associates to focus on higher value-added projects.
- **Expanded Assortment:** Drop ship SKUs for retail partners were expanded by accelerating the process 20-50%, depending on the line of business.
- **Tailored Flexibility:** Provided a flexible solution that adapted to the distributor's business processes without the high costs typically associated with custom solutions.
- **Elevated Customer Experiences:** Enriched product data enhanced both the customer experience on the company's website and the product content delivered to its retailers, resulting in improved satisfaction and loyalty.