Inside the Solution

• Informatica MDM – Product 360

Summary

Murdoch's is an upscale, modern-day mercantile that delivers a unique retail experience with well-known brands, quality products and friendly service for folks who live, work and play out West.

Business Need

• Align marketing and IT to create a more efficient operating structure across online and offline retail properties, streamline processes, and enhance the value and operations of the entire supply chain.

• Incorporate new data collection and management systems to support customer nurturing initiatives and develop product hierarchies to make the purchase experience more compelling.

Challenge

• Accommodate 20-30% product churn each year and integrate new fashion brands and seasonal products.

• Build a dynamic data infrastructure to gather, organize, enrich, and leverage product data for more than 200,000 SKUs that unify both brick-and-mortar stores and the online store for a seamless multi-channel customer experience.

• Develop systems to capture structured and unstructured consumer behavior data for analytics to produce actionable intelligence to optimize ecommerce operations and on and off-line marketing campaigns.

• Establish data governance guidelines to protect sensitive customer information such as credit card numbers, tokens, and contact information to balance data accessibility with security.

• Replace spreadsheet-based data models with automated product data management that provides departments and supply chain partners with self-service tools to deliver better profit-making opportunities.

Solution and Results

• Increased sales by enabling faster "go live" product availability—both online and in-store.

• Produced a complete multi-channel picture of customer behaviors and preferences to simplify and standardize merchandising, ordering, and answering customer questions to create an exceptional user experience.

• Created a single source data repository that aggregated information across ecommerce, learning management, digital signage, and other operations for consistency and efficiency.

• Developed a consistent product, process language and hierarchy to standardize operations across all enterprise teams to improve cross-functional collaboration.

• Fast-tracked onboarding and training new eMerchandising staff.

• Empowered in-store employees and e-commerce associates to better cater to customer needs with easier access to information and faster delivery of product search results in online and offline endpoints.

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