Informatica

ELKJØP

Inside the Solution

- Informatica MDM – Product 360
- Informatica Data Quality
- Informatica PowerCenter Real Time
- Informatica Address Verification

Summary

Founded in 1962 and owned by London-based Dixons Carphone, Elkjøp (known as Elgiganten outside of Norway) is the largest consumer electronics retailer in the Nordic countries with 400 stores and 8,400 employees.

Business Need

- Become the best retailer in the world by moving from an organization focused on selling products to one focused on providing the best customer shopping experience.
- Release new products and services to market faster on both online and offline channels.
- Track in-store and online purchases to better understand customers' buying behaviors.
- Provide customers complete and correct information during the research and buying process (such as detailed product specifications) to inform purchases in-store and online.
- Establish a firm foundation for Elkjop's digital strategy to increase marketing campaign effectiveness.
- Make a master repository of product data attributes available to applications including the wholesale SAP and Point of Sales systems, poster printing and all Elkjop websites.

Challenge

- Prepare product data to migrate from 45-year-old enterprise application software to a modern SAP system.
- Run advanced automated processes in SAP which demands high quality data from large amounts of information.
- Replace time-consuming, manual processes to create product details and make them ready for online sales.
- Simplify onboarding of supplier data in order to maximize product information quality along faster product launches.

Solution and Results

- Improved accuracy and completeness of product data on Elkjop.com resulting in reduced customer complaints and fewer returns.
- Ensured better, consistent customer experience across store, catalog promotions and online sales channels.
- Reduced time to market by up to 60% by decreasing time to onboard new online product information from several hours to only a few minutes.
- Reduced the number of duplicate or inaccurate products online by 20% due to inherent bad data quality issues.
- Increased efficiency of product on-boarding and better possibilities to maintain sales channels such as web, mobile and in-store with product information.
- Reduced manual process efforts with automated email marketing campaigns.

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