

ACCELERATE YOUR E-COMMERCE BUSINESS WITH OPTIMIZED DIGITAL COMMERCE AND MARKETING OPERATIONS



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A story of critical transformation: How a global retailer increased output by 50% and reduced cost by 40% with Infosys Equinox Digital Commerce and Marketing Operations.

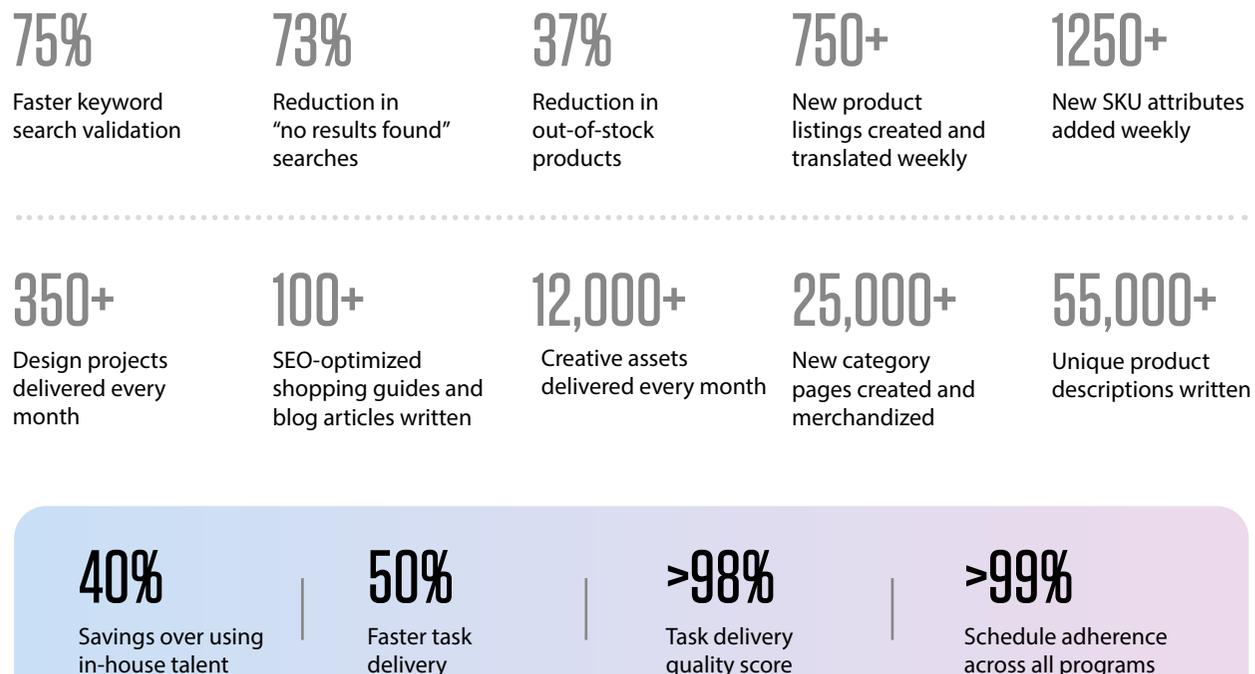
A Fortune 500 retailer with 2600 global stores serving 26 countries needed digital Ops at scale



When the apparel and footwear giant restructured and transitioned out its in-house digital operations, it turned to a turnkey team to pick up the pace.

Recognizing the need for improved service quality and streamlined processes, partnering with Infosys Equinox Digital Commerce and Marketing Operations team provided a cost-effective path to revenue growth through high-performance improvements and flexible execution.

Outcomes – Process efficiency and business outcomes



Commerce in a global crisis

Navigating the “new normal”

It was a few months into the 2020 pandemic, and the Client was grappling with all the challenges that came with it.

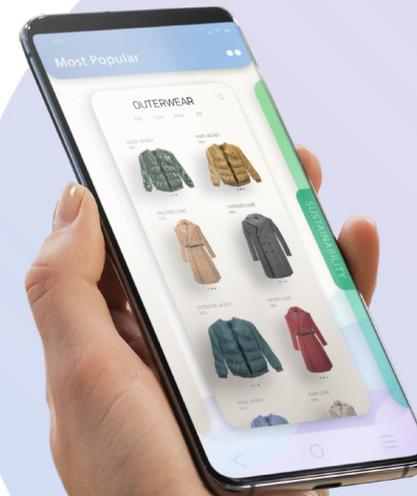
Retail stores were open, then closed, then partially open, then closed again – with each country, region and even mall location facing its own ever-shifting mandates. Supply chain disruptions came quickly, and digital traffic surged as buyers moved online for ship-to-home and curbside pickup.

With 2600 stores in 26 countries, and over 17M loyalty members that frequently shop across their 7 brand websites, the Client needed to adapt quickly, making digital operations more critical than ever.

But internally, they faced additional headwinds. Restructuring left its operational units short of capacity, creating a large backlog of tasks and missing products. The elimination of its in-house operations team did not eliminate

the need for skilled, efficient, and cost-effective support to keep its catalogs up-to-date, content fresh, inventory accurate and merchandizing relevant.

Partnering with Infosys Equinox gave the Client immediate access to an experienced offshore global team with full coverage across all digital commerce and operational functions, and flexible capacity to serve all brands’ urgent and everyday requirements.



Getting back on track

Early in the engagement (Summer 2020), clearing the backlog of over 2000 uploads ahead of peak seasons (Back to School and Black Friday) was paramount.

IMPROVING PROJECT MANAGEMENT

The first order of business was to review existing processes and close efficiency gaps. The Client was missing standardized processes and tools, leading to information silos, lack of accountability and delayed or “lost” work.

The Infosys Equinox team helped in optimizing their JIRA project management workflow tool to organize everything from concept to completion and documented new processes for the core Client team to raise tickets, follow tasks, collaborate on projects and review/ approve deliverables.

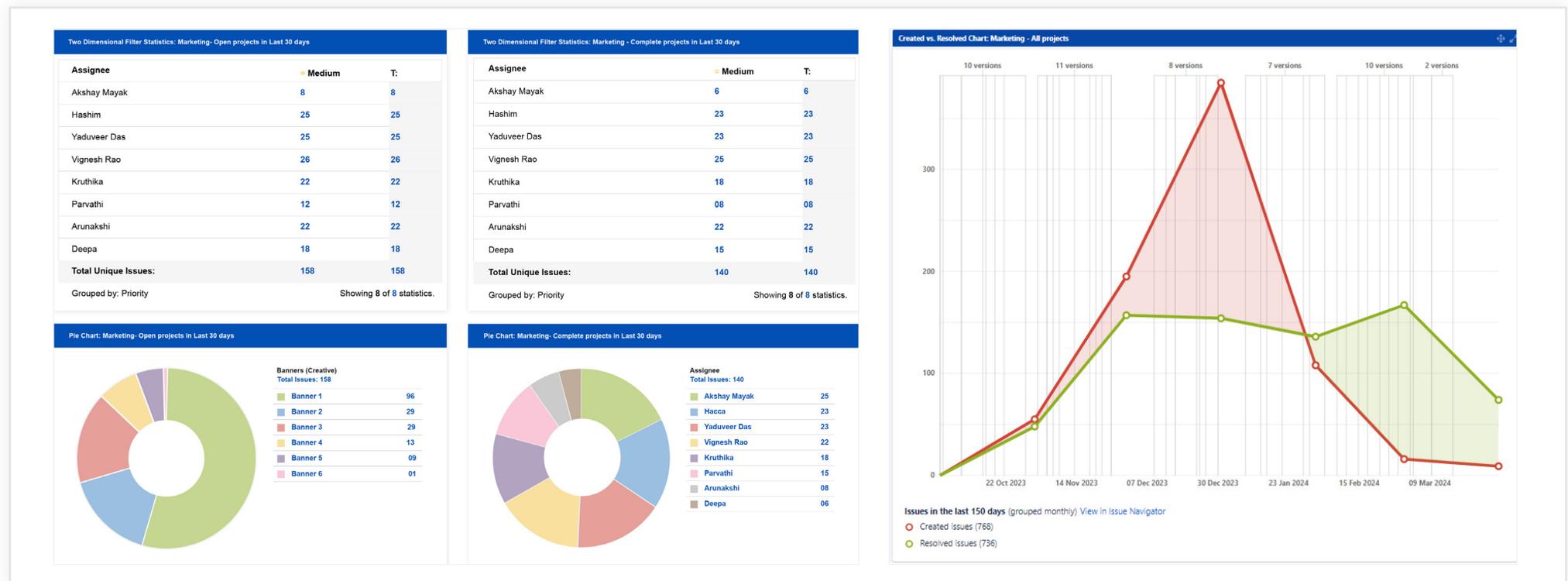


Figure 1 | A snapshot of the Design Dashboard within JIRA

REDEFINING CREATIVE DELIVERY SLAs

Loading new products, preparing for sales events and supporting cross-channel marketing requires everything across brand team, photo retouching, copywriting and translation, brand design, site merchandizing and optimizing assets for responsive mobile experiences.

To best handle the large volume of requests from across banner teams (many with high urgency), the team implemented a new system for task prioritization and turnaround time. This better managed expectations, ensuring Infosys Equinox creative specialists have clarity over their workflow and gave both Client stakeholders and Infosys Equinox project managers full visibility into progress, delivery blockers and completion dates.

REIMAGINED WORKFLOW - STATUSES

POG | Misc. Design | Mobile App | Social | Digital Marketing | Email

Here are the changes

CLARITY ON WHO DOES WHAT

Clear outline of who is responsible for moving the ticket status and when, making it easy to identify when you are meant to take action.
Please read through and identify when you are meant to take action

STATUS NAMES

No more long names you can't see in a ticket!
Status names are short and to the point

CONSISTENCY

All ticket types will have the same exact workflow!

DRAFT IS NOW BACKLOG

Any tickets that are not complete or ready to be worked on should stay in backlog

Note: Design and copy teams will not see tickets unless they are in a "To Do" status

OLD

NEW

[Issue type] Request Blocked → Blocked

[Issue type] Request drafts → Backlog

[Issue type] Copy to do → Copy to do

[Issue type] Design to do → Design to do

[Issue type] Copy in progress → In copy

[Issue type] Design in progress → In design

[Issue type] Needs revisions → Copy/design to do

[Issue type] Proofing → Copy/design proofing

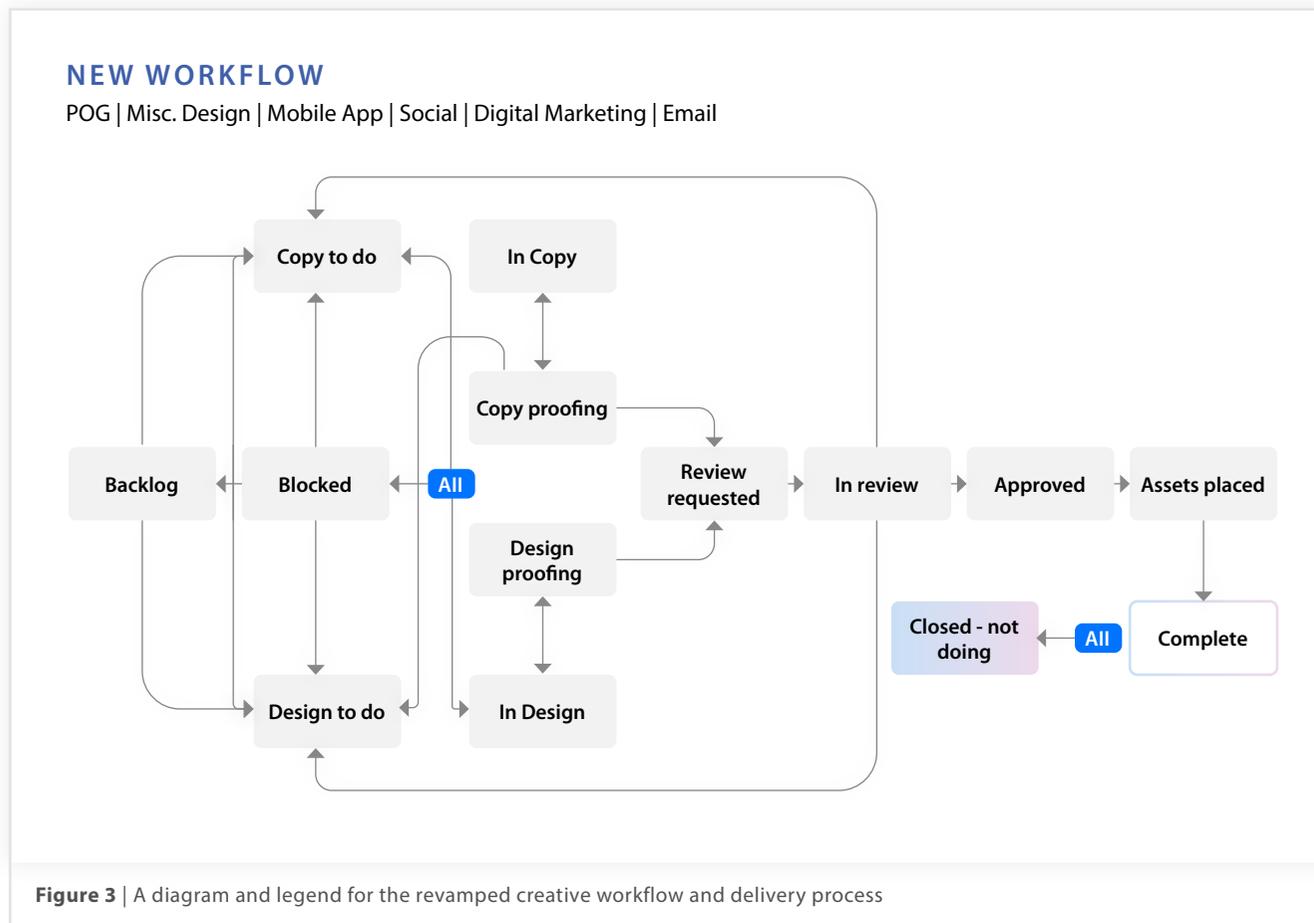
[Issue type] Ready for ProofHQ → Review requested

[Issue type] HQ in progress → In review

Figure 2 | Part of the revamp involved new naming conventions for ticket status

Getting back on track

The Infosys Equinox team delivered training on new processes to the Client's associated stakeholders.



CLEARING THE CATALOG QUEUE

To get back on track for Back to School, the team dove in to prioritize uploads within high concentration categories (Casual and Kids), delivering over 750 new listings per week, including language translations, data attribution and a rigorous QA process.

During this “crunch time,” we added additional resources across teams to hit completion targets. Without these products live, the Client would have missed out on millions in revenue. The online channel was critical to support shoppers’ demand for home delivery and safe curbside pickup during the Fall and Holiday of 2020.

With the new process in place, the Client now enjoys consistent satisfaction, achieving:

>98%

Quality score

>99%

Schedule adherence across all programs

Unifying teams



From the beginning, both Infosys Equinox and the Client agreed the best approach was to work as cohesive units versus a client-and-provider relationship.

This meant regular meetings run by the Infosys Equinox lead to align both teams on processes and collaborate on solutions, ensuring a tight integration between teams.



SYNCING SCHEDULES ACROSS TIME ZONES

Infosys Equinox members worked from both US (CST and EST) and India (IST) time zones, with an approximate 11.5-hour difference. The offshore specialists committed to accommodate meetings and digital communications across the Client's diverse time zones.

Morning sessions corresponded with night-time sessions for the India team, with the added benefit of round-the-clock activity – the time difference serving as an advantage to maximize productivity and ensure seamless workflow for urgent projects, particularly for US launches. Weekend coverage was added for additional support during peak seasons and critical projects.



MANAGING THROUGH FREQUENT CHANGE

Functioning like an in-house team enabled Infosys Equinox to support the Client through multiple rounds of internal restructuring and departures of key people. As highly trained professionals with flexible skills, the Infosys Equinox Digital Commerce and Marketing Operations team was able to swiftly pick up tasks, providing efficient execution with minimal disruption.

And because the team's services can be scaled up and down as required by the Client, organizational change can be managed cost-effectively. When any gaps exist between internal hires, the team can backfill support in key areas, even on short notice.

Overall, this streamlined communication and workflow between the respective teams has proven to minimize escalations, maximize schedule adherence and establish rapport across groups.



Athletic shoes and apparel is a hyper-competitive space.

For multi-brand retailers that compete with other players over the same SKUs, winners need to move fast and provide value-added content and experience. This means:

World-class imagery

Quality copywriting that speaks to customers (and feeds search engines)

Rich product attribution (for better search, personalization and list filtering)

Intelligent cross-sell and upsell tuning

Thematic categories and buying guides

Accurate, real-time pricing, promotions and inventory

Multi-language translation and regional offers



ENRICHING THE CATALOG

Retailers must overcome the challenge of inconsistent content formatting and quality provided by brands. To offer a consistent customer experience across PDPs requires extra care to optimize descriptions, product tags, units of measure and other specifications.

And with **90% of the Client's traffic** coming from mobile devices, optimizing images for a range of responsive breakpoints is worth the effort, including adding proper alt tags for image search and shopping engines.



FIXING LOST SALES

Shoppers with high intent that use site search are 2- 3x more likely to convert, but the client's **null search rate was over 33%**. To close the gap, the team was tasked with auditing product keywords and synonyms for more complete product data and implementing search redirects to exact-match products and category pages.

Null searches dropped to just **9%** after this work – a **73% improvement** – and conversion rate rose across 6 North American and 28 European sites.



MASTERING MERCHANDIZING

For footwear and fashion, it's critical that customers can discover high heat products with minimal clicks. The team took ownership of site merchandizing to optimize product rankings and cross-sell associations for faster product turnover and more satisfied customers.

Ensuring new products are loaded to the site on-time and accurately also drives revenue and loyalty. As an omnichannel retailer, having the same SKUs online as in store enables customers to pre-shop at their local store at home, and find "endless aisle" styles and inventory while in store.

Leveraging technical enhancements

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As a tech-first company, Infosys Equinox has deep expertise that can be applied to a client's existing structure to streamline workload through scripts, updates and support that slash turnaround time and costs while increasing accuracy.

Technical enhancements delivered includes:



SEARCH AND DISCOVERY

Automation scripts for synonym file and fusion rule validation **sped up the process by 75% and reduced null searches by 73%** (from 33% to 9%)



CUSTOM REPORTING

Through a custom dashboard, the Client can **track progress, trends and key metrics in real time** for more reliable, data-driven decisions.



SKU ONBOARDING

Automation scripts for upload, QA (quality assurance) and out-of-stock validation accelerated onboarding and **reduced out-of-stock rate by 37%** (from 54% down to 34%)



PROMO CODE MANAGEMENT

Infosys Equinox' promo code creation tool enabled Client **business users to create and manage complex promotions** (such as shipping, bundling, VIP and employee discounts, point awards and coupon stacking) without IT, and plan campaigns well ahead of time.

Support through expansion



Over the course of the engagement, the Client has expanded into new EMEA and APAC regions, and embraced a collaborative B2B2C partnership with another online sporting goods retailer.



ENTERING NEW MARKETS

These expansions required significant effort to onboard SKUs and localize and translate product information to brand guidelines. The team introduced a templated system for uploading new products, along with our automated SKU onboarding scripts to accelerate the process and involved native speakers to proof automated translations.

Through the expansion, the Client's new regional teams required onboarding to new processes which was facilitated by the Infosys Equinox team.



ONBOARDING PARTNER SKUs

To enrich its catalog assortment and offer new value to customers, the Client partnered with another leading retailer for a drop-shipping relationship. The venture required over 9,000 products from the partner's catalog to be uploaded to the Client's flagship web banner. To keep the shopping experience consistent across - products, copy, images and attributes were audited and edited by the team.

Using Infosys' automated upload system enabled all SKUs to be rapidly onboarded while eliminating manual errors, so the Infosys team's manual time could be invested in creative optimization.



A value-driven partnership

With increased efficiencies, drastically reduced costs, enhanced technical capabilities and lock-step alignment, the Infosys-Client relationship continues to prosper.

The Client enjoys the responsivity and flexibility of a skilled offshore team at 40% savings over using in-house talent, while delivering projects 50% faster than before. Moving forward, both teams are equipped to handle any new venture, organizational change, technologic opportunity or digital requirement.



How Infosys Equinox Digital Commerce and Marketing Operations can help you

Whether you need a little support, or an end-to-end operational takeover, **Infosys Equinox Digital Commerce and Marketing Operations provides a flexible, scalable and tactical team** that can support you across design, creative, copywriting, merchandizing and project management functions.

DESIGN

Tell your story through creatives that connect with customers. From integrated campaigns to immersive experiences, our marketing design services bring your brand to life across digital and physical touchpoints.

Branding

Digital Marketing

Retail Marketing

Print and video

DIGITAL CONTENT

Acquire and inspire customers through content that converts. Our dynamic team of copywriters and performance marketers is equipped to build, maintain, and optimize your content programs.

Social, Web and In-App

Product Copy and Storytelling

Banners, Ads and Email

Blogs and Shoppable Content

Internationalization

SKU MANAGEMENT

Scale your catalog expansion, optimize product data, build frictionless filtered navigation, and improve product sell-through. We support you with precise e-commerce SKU onboarding, rigorous quality assurance, and detailed product information management.

Product Upload

Copy Optimization

Product Attribution

QA, Audits and Automation

Image Optimization

SEARCHANDIZING

Up to 30% of e-commerce visitors use site search, and they convert 2-3x higher than those who don't. Ensure your results are relevant, robust, and leave no SKU behind. We optimize search functionality to match customer expectations and your business objectives.

Search Logic and Tuning

Personalization

Synonym Mapping

Analytics and Optimization

Boost and Bury Rules

DIGITAL MERCHANDIZING

Ensure human-centric, personalized experiences through every customer journey. We employ data-driven merchandizing strategies to help shoppers discover, compare, convert, and keep them coming back.

Content Publishing and Management

Coupon Code Management

Category Curation

Campaign Execution and Analytics

Creative KPIs

EMAIL MARKETING

Keep your loyal customers converting and your email list healthy. We manage your email program from start-to-finish, from concept and content development to testing and reporting.

Campaign Management

Campaign Analytics

List Management

Content Design and Production

A/B Testing

WANT TO GET STARTED?

Reach out to us contactus@infosysequinox.com

About Infosys Equinox

Infosys Equinox is a future-ready digital commerce and marketing platform built using Microservices-based, API-first, Cloud-native, Headless and eXtensible (MACH-X) architecture that enables businesses to drive human-centric experiences for their customers across touch points.

For more information and a product demo, please reach out to us at:

contactus@infosysequinox.com

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