

# Retailer's Master Data Management Improvements Drive Omnichannel Growth

## Client Challenge

A \$1.2B big box retailer specializing in home décor, with over 50,000 unique items across broad product categories was experiencing steady growth in its physical locations. Expanding the omnichannel experience became a critical initiative to capitalize on the retailer's strong assortment. The company recognized the need to update and improve its master data management capabilities, particularly in the areas of item setup and foundation data to support this growth.

Initially, the company's website served primarily as a marketing vehicle to showcase the physical store assortment. As such, the focus on item details was based on what merchants needed to support internal processes. With the expansion of buy online pickup in store (BOPIS) capabilities, the importance of customer-facing item descriptions and detailed product attributes became imperative. In addition, the client needed item setup consistency to support other merchandising solution initiatives.

## Parker Avery Solution

Working closely with the retailer's merchandise operations and omnichannel teams, Parker Avery defined and updated item detail standards. Throughout the seven-month master data management improvement project, the following key tasks were completed:

- Developed a standards and guidelines document to ensure a consistent approach to item creation
- Defined key product attributes that support online shopping and customer decisions
- Coordinated with product partners to standardize attribute content and format

- Collaborated with product partners and merchants to update key dimension values that support expanding omnichannel capabilities for customer fulfillment
- Provided standard and consistent product descriptions focused on customer-facing content

Deliverables consisted of:

- Item setup standards and guidelines
- Updated controlled list of item attribute values
- Updated product descriptions for over 50,000 unique items in the retailer's assortment

## RESULTS



MASTER DATA  
MANAGEMENT  
IMPROVEMENTS  
IMPLEMENTED



KEY  
PRODUCT  
ATTRIBUTES  
DEFINED



ONLINE  
CUSTOMER  
EXPERIENCE  
IMPROVED

Following the implementation of the master data management improvements, the retailer can leverage updated key product attributes for online product filtering as well as consumption within other merchandising tools. Updated product descriptions improve the online customer experience by providing a clear product representation with a consistent look and format, making it easier for customers to understand product details for their purchase decisions.