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Project Casestudy

Dental client uplift the shine of its
e-store with Product Curation



Patterson is a part of a multinational pharmaceutical group of companies. It is a major distributor of dental supplies, equipment, technology, and services in the U.S. The company stocks and supplies a range of more than 130,000 products, equipment, and even digital solutions from toothbrushes to digital scanners and office designs.

■ Challenges faced

The client in concern maintains its own e-store but is plagued with issues like:

01

Lack of infographics - thousands of listed products did not have any relevant information as well as supporting images.

02

Low product relevancy - products that did not have any collateral documents tend to be less discoverable by the potential customer.

03

Business impact - failed to convert potential customers to valuable clients resulted in low revenue projections

■ Approach followed

AltiusNxt Technologies approached the challenges by forming a team of specialized product content writers & expert SEO-analysts. The team was tasked with data enrichment of listed products.

The team followed a Standard Operating Procedure for Product Curation. They enriched the product data by adding more images and collateral documents. A standardized quality check was run over all the enriched data before the final submission.

■ Solutions offered

AltiusNxt Technologies never fails to offer adequate solutions which in this case were sourcing rich product specifications with 10 to 15 product attributes and short description from benchmark websites.

The listed products were augmented with multiple images and collateral documents that were directly sourced from the manufacturer's website.

■ Benefits derived

AltiusNxt Technologies proved its worth by challenging the issues faced by the client in concern in managing their e-store; the benefits of which include-

- **Customer satisfaction** - customers can easily get relevant information on products of choice. Multiple images help to show a detailed view of the chosen product.
- **Reduced website bounce rate** - product data curation helped in reducing website bounce rate and increase in visitor count.
- **Potential rise in business** - with a revamped e-store, customer inquiries increased and so expected rise in business.

"Transforming
Ideas into Impact"



Thank You!

Your Guide to Successful
Project Execution



**Let's Get
In Touch**

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