Solteq Insights

SOLTEQ

This eBook

will make you fall in love with PIM

EVERYTHING YOU SHOULD UNDERSTAND TO ELEVATE YOUR PRODUCT INFORMATION PROCESSES

PRODUCT INFORMATION MANAGEMENT

"Just let me know which page you got to when it happened."

Join me and

benefit from the following topics

- ✓ Product Information Management basics - what is a PIM system?
- ✓ Why PIM means business and how you are missing out on it.
- ✓ Product Experience Management (PXM) and Employee Experience (EX), what you did not know you needed to know.
- ✓ Product teams and roles, how to build a fantastic workflow.
- ✓ How AI is creating space for everything significant.
- ✓ Suspiciously great support. But we slay, so mystery solved.

"About me and why this eBook exists up next…"

About your guide and why this eBook exists

Hi there, I'm Charlie, and I'll be your guide through this eBook. You've probably guessed that I'm a product of generative artificial intelligence (AI). It's similar to the technology we use in our PIMScribe service to create product information. Don't worry, you'll learn more about PIMScribe later.

Let's talk about productivity. One of the biggest impacts on any company's efficiency comes through process improvement, and a PIM system is incredibly good at supporting that.

Here's what we do: We identify the product information management tasks that eat up your team's valuable time. Then, we step in with integration, automation, a new data model, rules, workflows, and some AI assistance to lighten your workload.

These days, PIM isn't just about increasing sales through satisfied customers (though it definitely does that). It's about creating an experience that allows your employees to focus on meaningful, sales-oriented work – and that's something they can really enjoy.

Sincerely,
Charlie

This is how a PIM system works, it:

Gathers

product information from other systems to be seen in one place.

Enriches

product information with commercial content in new and improved product information fields.

Distributes

unified product information to different channels and systems.
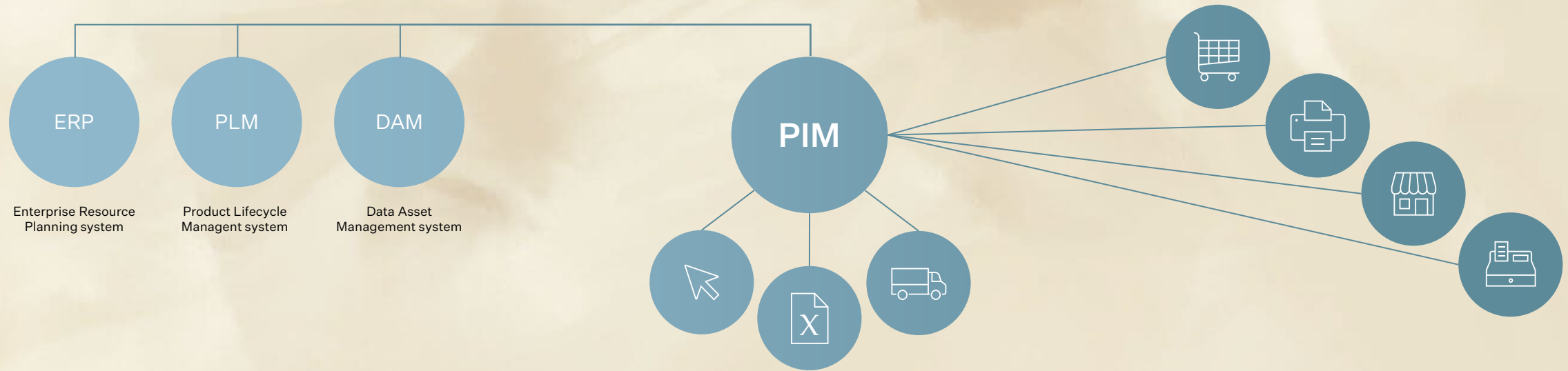
First, the basics.

"PIM stands for
Product Information Management"

Gather

Enrich

Distribute

ERP

Enterprise Resource Planning system

PLM

Product Lifecycle Managent system

DAM

Data Asset Management system

PIM

Existing systems that carry any commercially used product information are connected to the PIM system with integrations.

This data flow and completing product enrichment in the PIM system, makes it possible to use PIM as one source of truth for all product data.

In the PIM system you manage your products, categories and channels in addition to related tasks like enrichment, translation and validation processes.

Product information is enriched with marketing content from descriptions to technical details, resources and related products. All content is analyzed for completion.

Enriching possibilities in PIM include:

• Single product updates

• Mass update features

• Importing and exporting files

• Supplier updates

With a PIM system you build and control all your product channels and their product structures in one place. When a product is updated in the PIM system it is instantly updated to all channels as well.
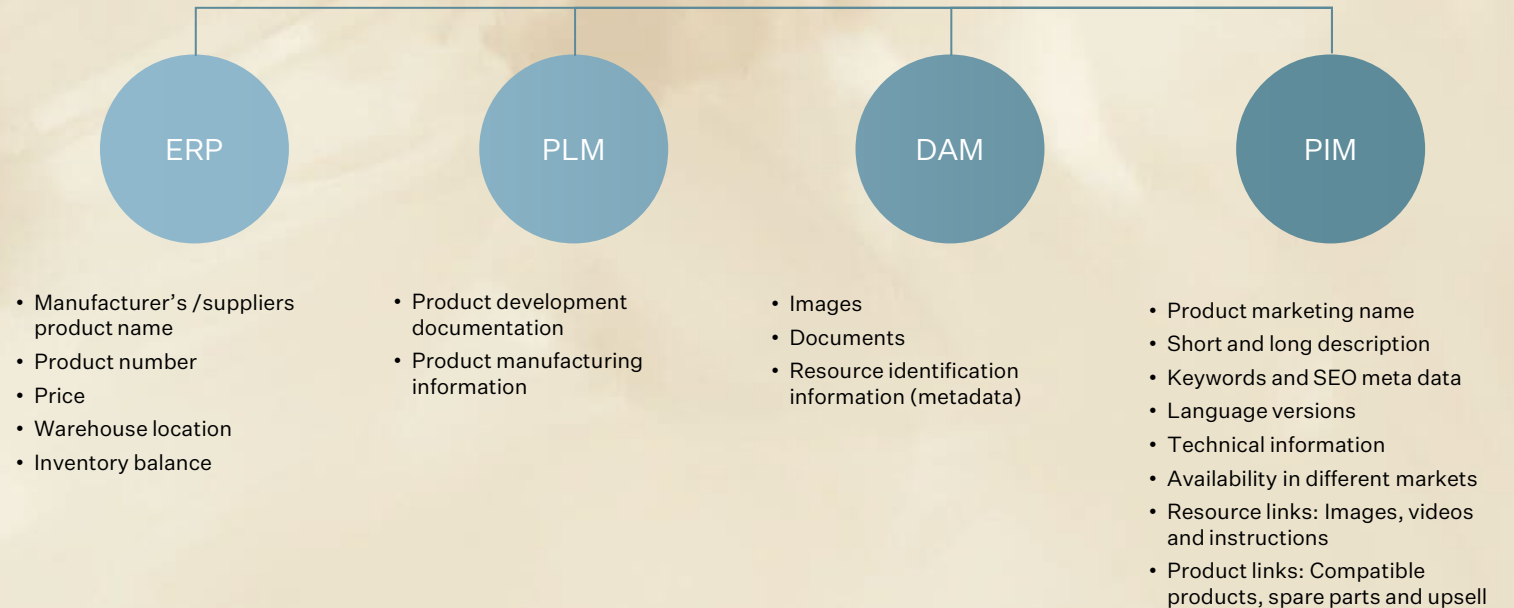
These channels can be:

• eCommerce store

• Brand websites

• Email and social media marketing solutions

• Adobe InDesign

• POS system

• Retailers and resellers

• Universal data pool

• Another business need

WHERE THE F IS IT?

Here are some product information examples per existing system & PIM:

ERP
- Manufacturer's /suppliers product name
- Product number
- Price
- Warehouse location
- Inventory balance

PLM
- Product development documentation
- Product manufacturing information

DAM
- Images
- Documents
- Resource identification information (metadata)

PIM
- Product marketing name
- Short and long description
- Keywords and SEO meta data
- Language versions
- Technical information
- Availability in different markets
- Resource links: Images, videos and instructions
- Product links: Compatible products, spare parts and upsell

If you have one take from all the amazing things that a PIM system can do, it should be this:

The PIM system brings all product information together and then completes it.

Companies without a PIM are usually very familiar with the exhausting routine of searching for product information through emails, Excel sheets and several inadequately compensating systems in place. Product information is weak and a drag to complete. We are often asked what kind of data fields are PIM specific.

Product data is stored where it belongs and where it is most useful. The PIM system gathers product data from existing systems via integrations to be viewed and processed in one place: PIM. All missing data is enriched in the PIM system, completing it for all commercial use.

Why isn't there just one system that can handle all this product information?

You can compare the situation with an ERP-, PLM-, DAM- and PIM system to a car, a train, a boat and a helicopter. All have the same purpose to transport you through different landscapes just like these software systems handle product information in business areas for different purposes.

There is a reason why a catraboter (car-train-boat-helicopter) does not exist. It would be too much to work well and be reasonable to maintain, all those vehicles are better individually just like these product information handling systems are.

"So that's a catraboter?"

Every major company with a large number of products, smaller assortment ranges of complex products, multiple suppliers or a widely distributed product portfolio

needs a PIM system to handle product information efficiently.

"Other systems can and do handle product data, but not like PIM can."

6 facts you need to understand about PIM

1. Say goodbye to manual labor:

Manual labor is a thing of the past, no more CPC – that's short for Copy Paste Crap, the work you have been forced to do between systems and channels. That's what integrations are for.

2. One-stop shop for product info:

All commercial product information can be found and managed in one system: PIM.

3. Data Management made easy:

Adding, mass updating and translating product data are all basic PIM functions but also fast and even fun.

4. Automation at your service:

Processes have been automated to save time, like automatically publishing a product to your ecommerce channel once all required data has been added.

5. Search and filter like a pro:

All products can be searched, filtered and viewed exactly as needed - the most basic tool category managers need for transparency and control.

6. Instant multi-channel updates:

Product information is unified across all sales & marketing channels within seconds and two clicks.
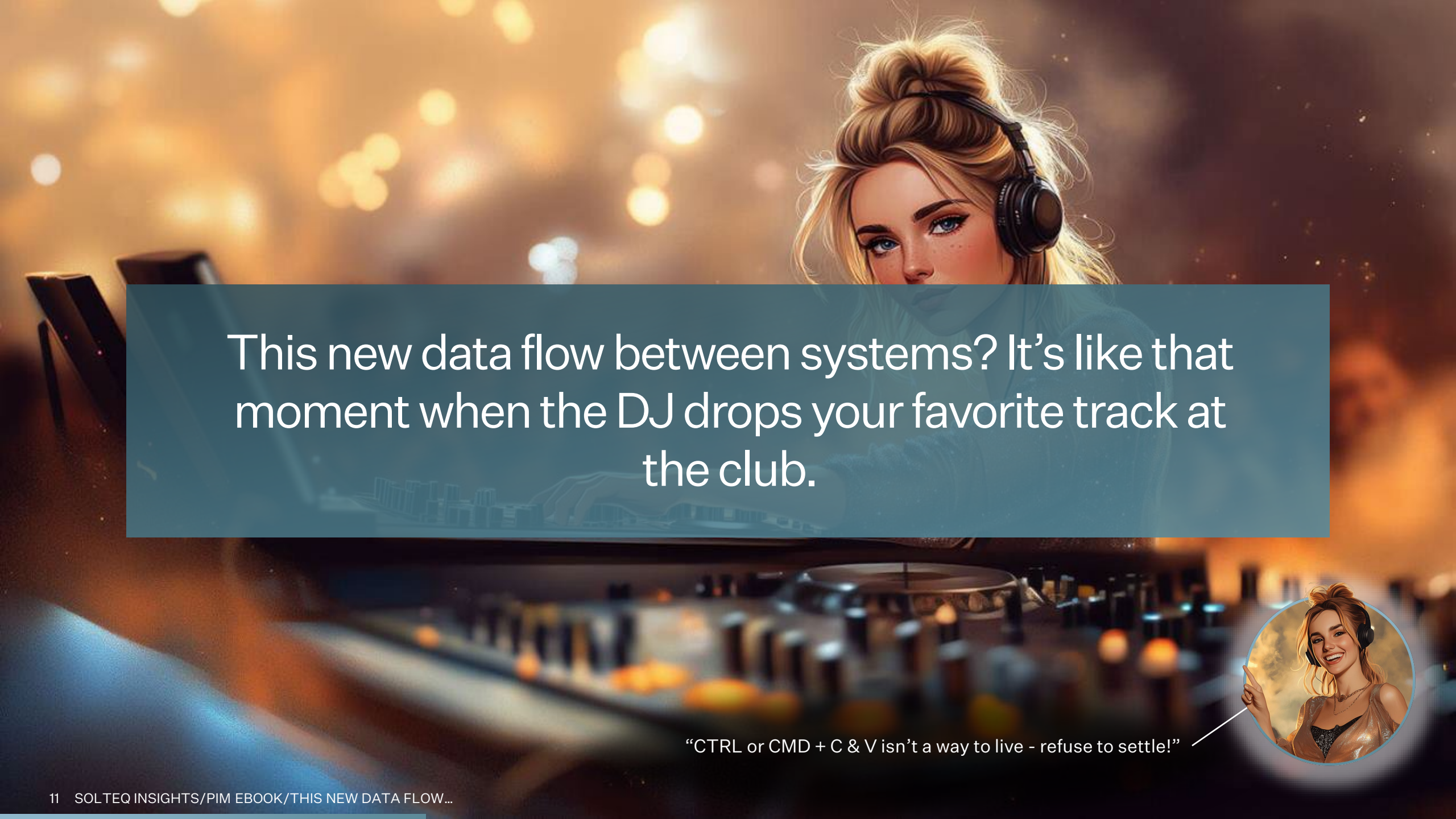
"No more CPC!"

IT'S TIME TO BREAK FREE!

Still stuck copying and pasting?

Having a PIM system means that you can stop copy/pasting the following:

- No more updating the same product information to multiple systems, websites, webstores or data pools. It takes forever.

- No more downloading and uploading images to Adobe InDesign or another marketing solution from your special folder or DAM-system (Data Asset Management) for marketing material.

- Also, no more copy/pasting the product name, description, price or any other crucial product data to your marketing solutions – they too are now connected through extensions.

This new data flow between systems? It's like that moment when the DJ drops your favorite track at the club.

"CTRL or CMD + C & V isn't a way to live - refuse to settle!"

HOW COMPLETE IS YOUR PRODUCT DATA?

Completeness settings are fabulous and here's how they work:

Completeness settings define what product information fields need to have content before a specific product can be regarded as complete. You can choose to have different completeness rules for different use cases, maybe your eCommerce channel needs to have all the values ready, but for marketing materials the product can be regarded as complete with less.

This product is:

70% complete

In this example, these are regarded as mandatory fields due to product category specific completeness settings for a motorcycle to be eCommerce approved. If some fields are empty, they are highlighted and can be transformed into tasks in the PIM system.

✓ Marketing name
✓ Short description
✓ Long description
✓ Engine type
✓ Displacement, cc
✓ Image, studio right side
✓ Image, studio left side
✓ Image, studio back
✓ Image, studio front
✓ Image, lifestyle
✓ All tech spec close up images
✓ All 30 technical specification fields
✓ Keywords for search engines
✓ Service manual, pdf

Everything from product weight to warranty is important information, that can be defined by completeness settings in the PIM system.

Without completeness rules, this information will be:
A) missing or
B) inconsistent.

WHO WILL BENEFIT AND HOW?

Here is what the completeness setting in PIM will do for you organization:

- ✓ Product team
- ✓ Sales & Marketing
- ✓ Customer Care resources
- ✓ After Sales
- ✓ Management

Product team

They know what is missing and what needs to be worked on. This applies to the entire product range; old and new products.

Sales & marketing

Ease of buying when the customer has all the information needed for a purchasing decision.

Customer Care resources

Save your customers and employees from frustration-derived excess interaction due to insufficient product information.

After sales

Returns are expensive and can be avoided by accurate & detailed information.

Management

They have analytics and data of product information quality and the workload it requires to meet expectations.

FOMO

without a PIM?
You should have.

Your company does not have a PIM system or maybe you do have one, but it's not yet living up to it's full potential? As we speak, you are missing out on these:

- ✓ **X4** increase in sales conversion rate*
- ✓ **40**% decrease in returns*
- ✓ **50**% increase in productivity*
- ✓ New products published up to **80**% faster*
- ✓ Higher employee satisfaction through improved **EX**

"By the way,
FOMO means 'fear of missing out',
and EX stands for 'employee experience.'"

MEANINGFUL AND EFFICIENT CAN CO-EXIST

WE SPEND ON AVERAGE OF

1695

HOURS AT WORK EACH YEAR.

When you're dedicating that much of your life to something, it should be both meaningful and efficient.

Don't you think?

If you're a decision-maker in your organization, here are the questions you should be asking your team:

1. What data is always missing or inconsistent?

2. How much time do you spend copy pasting per week?

3. Which of your tasks are repetitive and boring?

4. How long does it take for a new product to reach market?

"Get ready to ditch those problems - keep reading."

CAN A PIM SYSTEM SAVE THE DAY OR A MULTI MARKET BUSINESS? ABSOLUTELY.

Finally, managing languages can be described as a pleasant task! Language versions are neatly enriched in the PIM system.

Is your locale specific product information neatly in one place? We didn't think so. Don't worry, it's totally common and there is a fix. With the help of PIM, you control all your product data in one place, including language and market specific content. In the PIM system, you can switch your product information view from one language to another or view multiple different language content side by side - what ever makes your job easier.

At best you have integrated your translation agency (or AI tool) to your PIM system, and they do the work for you

- just one "Approved" click away from publishing. Forget creating a million files and endlessly sharing them. Everything can be elegantly edited and published through one system: PIM.

Do you have a lot technical products? This new PIM way of life alone will save you countless hours of work. R.I.P. manual calculations.

When operating in different markets, you come across the need to change product measurement units to country-specific ones, such as kilograms to pounds. Units previously calculated manually are automatically converted to the product's country-specific data thanks to your new PIM systems' basic features.

Automated data mapping a.k.a product information flying to the right places on its own.

Data mapping. What a boring set of words, but surprisingly, its glorious and yet another way to get rid of manual work.

Any company selling lots of products gets sent thousands of files over time containing all the new product data for these new products. Product name, weight, dimensions, description and all that. These companies have actual people inputting all this data one by one into their system or worst case, systems in plural. This way of onboarding data (that's the fancy word for it) is manual, time consuming and sometimes a reason to look for another job.

To save you or your employees from the excruciating recruiting experience, I welcome you to the world of data mapping. In the PIM system we can create profiles for suppliers (and resellers). This profile includes the data field names your supplier uses. They could use a field called Product Name, meanwhile the same data field in your system is names Supplier Product Name.

Now, we map these corresponding data fields together in the PIM system simply by dragging and dropping! Next time you upload a file with new products to the PIM system from this particular supplier, your PIM system knows to place data to its rightful place automatically.

The end result is bye-bye manual labor and hello to automated data mapping. New product data simply flies to the right fields in the PIM system. Can you imagine onboarding 1000 new products with 5 mouse clicks instead of the usual 10 000 or so? Wow, just wow.

Isn't this fun? Now you know what product data mapping is and how it should be automated to gigantically increase your company's productivity and save equally many braincells from dying of boredom.
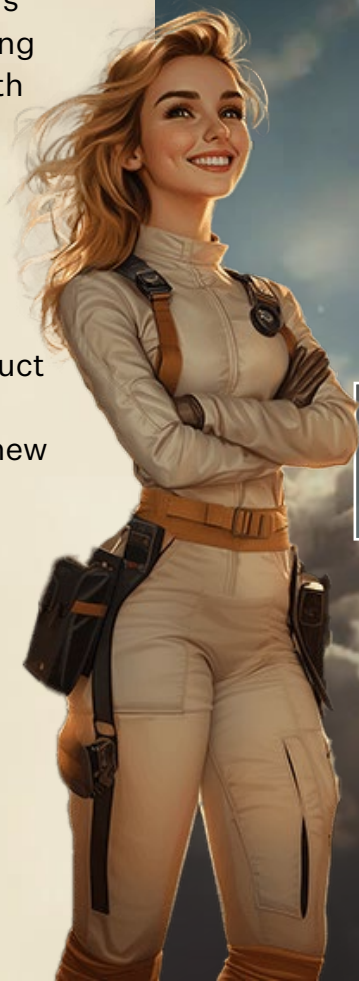
Data field in your PIM system

Supplier Product Name:
Happy Headset 3.0

Product Name:
Happy Headset XS-L 2022 3.0

Data field in Supplier file

PXM:
Product Experience Management

Fancy acronym, right? But what does it really mean?

PXM is anything that you think should ever be experienced about your product. Think BIG. What does the customer need to know about the product? What would make the customer excited about the product? Who else should be pumped and how do you make that happen?

PXM is anything from adding a length measurement, to including cool product images of your idols using the product, having the possibility to view the product in your living room in VR (virtual reality) mode to hyping up your own staff by gifting them all a new version of the product.

"

Product experience isn't something you have or don't have. It's there, and it's our job to make it impressive.

MORE IS MORE IN PXM:
here's 3 reasons why

We get that when it comes to product information, more is more. Data rules the world, but the more thought-provoking reasons for why you should invest your time into taking control of your product experience (PX) are the following three:

1. INSTANTLY IMPRESS AND SHOW THAT YOU CAN BE TRUSTED.

When you have the most comprehensive product information, from tech specs to various images and customer reviews - you are making an impression. You are legit and there is no doubt your company can be trusted with your customers' hard-earned money.

17 % of abandoned shopping carts are caused by lack of trust.[1]

2. SEIZE THE OPPORTUNITY

You have reached a customer, that's expensive. It costs time and money to haul a customer in, so you need to seize this opportunity. The worst you could do is push your customer to the arms of a competitor due to insufficient product information. It happens a lot and there are a few ways of telling if that's happening to you.

Your conversion rate and the time spent on your site are two large performance indicators. Do your customers spend an average of 5 seconds per product page or 2 minutes? If they are spending less, are they still making purchasing decisions? If they leave, are they coming back? All of these can be turned into devoted customers and sales figures.

3. BUILD A FAN CLUB

Make your customers and your employees your fans, then share their views with world.

There ain't no better salespeople than your fans. True fans will never switch to another brand, they will rave about your products all over social media, they will stay with you through tough times, and they are proud to be your customers.

Building a true fan club naturally takes time and devotion, a master plan to be executed. Part of that plan is the customers and your employees, the people behind the products. Who are they, what do they do and what are they thinking? Elevate and celebrate them, share their experiences and thoughts: Customer reviews, blog posts, social media posts and testimonials.

The people are as much part of the company as the products, and you need to incorporate them into your product story. Showcasing the products is not enough, you must showcase the people. This is how you strengthen your fan club. Real people, real stories - genuine interaction that sells your products and recruits new fans faster than ever.

[1] Source: How To Reduce Cart Abandonment and Close Sales (2024)

EX:
Employee Experience

Do you struggle with recruiting? Is employee retention crucial? Let's talk about EX and how it is a crucial part of PXM.

The biggest employee impact of the PIM system is saving personnel resources.

Gone are all the pre-historic manual processes that frankly someone starting out in the workforce could do for a fraction of an experienced employees' current salary. Instead of wasting talented and accomplished employees on mundane tasks, let the PIM system do the job. It does it very well.

Team managers now have the opportunity to ask employees: What would you like to do, how would you improve our product experience?

It's no secret that according to research, meaningful work is the most productive work. Do you remember the last time you were offered the opportunity to do more personally meaningful tasks? What did it feel like? Especially in specialist-oriented fields, we should invest in individual comfort and success factors.

The marketing team is not the only innovation force a company has - in fact, they are tired of being just that. They want input from anyone within the company that knows the product, the service and the people behind them. Innovative and creative work is impossible when flooded with tiresome manual tasks day in and day out. The PIM system releases suppressed creative energy and enables multi-level business efficiency.

CHANGE IS GOOD, AND GROWTH IS EVEN BETTER

There are multiple occasions during a PIM system implementation that offer the opportunity to change, evolve and grow out of the shoes that do not fit any longer. Before PIM, growth was difficult without the tools to do so. During a PIM implementation you are hands on structuring your new tool and guided by field experts – use them!

One of the core change management tasks in implementing a new PIM system is to examine current teams and roles working with product data.

✓ Who is doing what and why?

✓ Are those tasks relevant to that person's job title, responsibilities and personal interests?
✓ Is someone overworked?
✓ Can this task be automated?
✓ Can this content be created by AI?
✓ Does someone have the skills or capacity to take over new responsibilities?
✓ Are there important roles missing?
✓ Do you need to recruit, or can the role be assigned to an existing team member?
✓ Are there critical roles missing?

Having the right people do the right tasks makes not only the process efficient and human resources well allocated, but also the employees' content and fulfilled, with a hint of positive challenge for individual development.

Teams and roles

There is no one size fits all type of PIM team setup, but here are some typical teams and roles around product data. Would you describe your product enrichment process as a carefully constructed orchestra or a circus with various performances happening all over the place?

A lot of employees come in touch with product data. Without processes and tools to rise to the occasion, it can easily turn into an expensive circus. Sometimes it can be quite a surprise how many people in your organization actually are in touch with product data and use it daily or often. Below are listed examples of usual roles within product information, dived into two main groups: Product teams and Product support teams.

"Without processes and tools things can easily turn into an expensive **circus**. "

Product teams

Teams and roles examples

Product Development

- Product Developer
- Product Designer
- Data Analyst
- Technical Writer
- Product Manager

Product Management

- Product Specialist
- Purchasing Specialist
- Purchasing Manager
- Product Owner
- Product Analyst
- Translator
- Product Strategist
- Technical Product Manager
- Product Planner
- Innovation Manager
- Portfolio Manager
- Product Line Manager

Marketing

- Marketing Specialist
- Digital Marketing Designer
- Print Marketing Designer
- Social Media Manager
- Content Creator
- SEO Specialist
- Marketing Analyst
- Photographer
- Videographer
- Campaign Manager
- Brand Manager
- Marketing Manager

eCommerce

- eCommerce Specialist
- Marketplace Manager
- Conversion Specialist
- User Experience Designer
- Online Marketing Manager
- Web Analyst
- eCommerce Manager

Product support teams

Teams and roles examples

Sales

- Sales Support Specialist
- Sales Representative
- Account Executive
- Key Account Manager
- Channel Sales Manager
- Regional Sales Manager
- Sales Manager
- Business Development Manager

Customer Care

- Customer Care Specialist
- Customer Experience Specialist
- Service Desk Technician
- Service Desk Analyst
- Call Center Supervisor
- Client Services Coordinator
- Technical Support Specialist
- Support Operations Manager
- Customer Support Representative
- Customer Experience Specialist
- Customer Success Manager
- Customer Care Manager

After-Sales

- Technical Support Specialist
- Service Technician
- Warranty Administrator
- After-Sales Coordinator
- Returns Specialist
- Parts Specialist
- Customer Success Manager
- Customer Experience Manager
- After-Sales Manager

Product support teams

The rescue workers of product information and customer experience management.

Sales, Customer Care & After Sales personnel work very closely with product information, and they are often the first to face product data needs, whether its missing data, faulty data, new legal requirements or general feedback. It can be tempting to unload some of the PIM tasks on the support teams, but here are a few reasons why it might not be a good idea:

- Less time to focus on key responsibilities (sales & service) → resulting in service delays, decreased sales or increased personnel costs.

- Product teams easily loose responsibility of ownership over time due to supporting teams acting as waste management.

Since the number one PIM benefit is efficient product information management, it is an opportunity to plan data development workflows. Should sales & customer care have data development responsibilities, or should they simply use PIM as a read-only tool, while all data enriching tasks are carried out by the product teams? Keeping team specific focus is key in creating business advantage.

Sales & Customer Care are the company's eyes and ears towards customers, they are not firefighters so why should the majority of their job include putting out fires? The more we invest on a great product enrichment process and a PIM solution to support it, the more time product support teams have creating positive Customer interactions. Their engaging role, positive attitude and customer knowledge is crucial in ensuring a fantastic product story, worthy of at least a monument in honor of their work.

Example:

When customers are used as incentive for a standard user experience.

Imagine that you are a hotel customer. When you arrive, you notice a curtain is hanging, the shampoo is all used up and you cannot find the Wi-Fi password anywhere. You call the front desk, inform and ask for solutions. They tell you that they are sorry and will happily switch your room to another or you can wait for housekeeping to arrive. Ugh, all the hassle or waiting around.

Would you say that these are issues that the hotel staff should have noticed and fixed before your arrival? Or would you rather be used as incentive to report back on standard needs?

This an equivalent experience of what your customer experiences when contacting your product support teams due to your data being incorrect, missing or unclear.

Don't worry, there a plenty of things we can do. Starting with re-designing the product data enrichment workflow together with implementing a PIM system.

Product management without a PIM

"This is the way I like to do it" is an often-discovered phrase connected to an incoherent way of working. Your organization might have agreed-on processes but overseeing them can be problematic. Not having a PIM system with centralized product information management creates all sorts of difficulties including uncontrolled product enrichment, unnecessary work for product support staff, an inconsistent customer experience with lost sales opportunities and lastly a high return rate. Returns exponentially increase packaging-, shipping- and warehouse handling costs, plus a whole lot of "meh" energy in the workplace, since processing banged up return products is most often not considered a fun task.

Customers regularly want to know how a good product enrichment workflow should look like. To understand that we must first look at a not-so-great-one composed with lots of typical situations, problems and feelings.

"Meet my product management colleagues next!"

Product Manager

Sheila the Product Manager has decided on a new line of products and quickly publishes these new products with the slim data she got from the supplier. All the products have a recognizable enough product name, and some have a generic product description too. It's high season for these products, no harm in fast sales, right?

External Marketing Partner

John has been outsourced for enriching product meta data in order to improve search engine optimization. He receives and sends data in Excel files through email. The Product assistants are tasked with uploading this data and updating products, but it takes time and is sometimes forgotten.

Product Assistant

Carla the Product Assistant is new and wants to impress with results. She does not know exactly what enrichment is needed for different products, but since there are no guidelines, she tries to do her best and go through as many products each day as possible to feel accomplished. Unfortunately, despite her best efforts this makes the product data inconsistent and often inadequate.

Marketing Designer

Jessica the marketing designer is in charge of product publication to all marketing channels such as brand sites, product catalogues and print advertising material. Her job is widely copy/pasting information from one system and site to another. Copy /pasting year in and year out is not the creative space she would thrive in. Jessica has lots of amazing new ideas to fulfill. Most of them are back-log items, since there simply isn't enough time.

Product Specialist

Hanna the Product Specialist is very meticulous and proud of their job. They struggle each day with constantly finding products with missing data. There is simply no way to oversee what needs to be done. Hanna has been around for ages and knows all the products by heart. He writes long and technical product descriptions. He often gets a call from Carla, the new product assistant, when she isn't sure what technical data is needed for each product group.

Customer Care Specialist

Jerry the Customer Care Specialist is a customer emergency first responder. Due to poor data quality, he receives daily feedback and questions from customers. Jerry would like to support customers' quick purchasing decisions but is hindered by the long wait it takes to get answers from product specialist or suppliers. He hopes that products would be enriched before publishing them and feels bad that customers are used as incentive for basic product enrichment. Jerry loves his job but is frequently disappointed when feeling that he needs to clean up after others.

Marketing Assistant

Sarah the Marketing Assistant photographs products that are missing images. She gets lots of emails from other team members with attachments and tasks to photograph products. Its hard to keep up and be efficient since there is no centralized way to see what is needed. She would rather systematically focus on product shoots and editing than manually updating an Excel file listing his tasks.

After Sales Specialist

Tim works in After Sales and one of her responsibilities includes handling return packages. Just this morning he has opened and processed 20 packages that were returned due to the product not meeting expectations in size, material or functionalities. In each of these cases he has contacted Hanna the Product Specialist and asked them to enrich these products to create better product experiences for future customers. Tim is a people person and feels for his package expecting excited customers that have ended up as product information casualties.

Product management with a PIM system, what a workflow!

Ah, a solid workflow - music to one's ears. Everyone knows what to do and it's not up to memory or dedication, it's all happening thanks to roles, rules and foremost – having a PIM system that supports all these features and processes.

Product Category Specialist

During the new PIM system implementation, product enrichment roles and tasks were re-designed. Each product category now has its own specialist, like Hanna, making sure everything is in order with product enrichment overseeing completeness, having full control, visibility and accountability. Thanks to completeness settings data insight is always available and it's easy to find what needs to be improved with just one click.

External Marketing Partner

John the outsourced Marketing Partner got news that a special role has been created for him in the new PIM system. He can log into PIM with his limited user rights and enrich products directly in the PIM system, enabling real-time updates and faster SEO results. What more, data validation is now automated as tasks for Product Specialist.

Product Assistant

Carla the Product Assistant is on the track to become a Product Specialist. In her current role she is stationed at the warehouse getting to know the products up close. All new products missing measurements are automatically updated to her to-do-list in the PIM system. Enriching product measurements enables storage planning, faster purchasing decisions, service and correct shipping fees according to packaging size. Some products have very different packaging sizes compared to an assembled product. Think about a tent versus a computer screen. One product has a small package size but can be giant in actual size and the other product is much smaller in size than its protective packaging. Making sure both product and packaging sizes are available is crucial for business and Carla knows exactly how she support that.

Marketing Designer

Jessica the marketing designer is beaming since managing brand sites and marketing material through the PIM system is truly a dream come true.
Brand sites have been integrated to the PIM system, as well as marketing software like Adobe InDesign making cop/pasting data plus downloading and uploading images a thing of the past. The end of this overdue manual labor era has impacted Jessica's job the most. She now saves up to 20 hours each week and uses that time for creating new and improved materials, campaigns and events increasing reach and return on investment.

Marketing Assistant

Sarah the Marketing Assistant also has an automatically updated task list in the PIM system directing her to photograph products that are missing images.
Since letting go of old manual ways of work without the PIM system, Sarah now has had more time on his hands and together with her manager decided to use that time for product videography on top of the usual studio photos of products. Today all products can also be viewed on a 360-video clip, making purchasing that much more tempting and accurate, resulting in reduced returns.

Customer Care Specialist

With a new PIM system and enrichment processes outside of customer care in place, Jerry the Customer Care Specialist can focus on serving customers, increasing sales and building loyalty. Instead of using customers as incentive for basic product enrichment, their feedback and insight is now made of unique new improvement ideas.
High quality product information makes Jerry's job so much easier. Customers get fast answers and an awesome experience, when contacting Jerry. Customers are crucial in improving business, and Jerry says he can feel a gigantic shift in communication positivity.

Purchasing Manager

Sheila the Product Managers role has been elevated to overseeing existing products and mostly concentrating on finding and securing new products. She no longer publishes incomplete products after realizing the effects and cost it has on the customer experience. personnel resources and return costs. Thanks to the new PIM system, the workflows and roles within it, Sheila can rely on automated processes for product enrichment, while she focuses on increased sales by growing the product assortment.

After Sales Specialist

Thanks to category specific mandatory product information fields in the PIM system, all product information is on a whole new level. Tim, the After Sales Specialist, has been among the first to notice the impact. Customers can make more informed purchasing decisions resulting in wayyyyy fever returns.
When Tim does notice returns due to lack of product information, the topic is escalated to the product team. Instead of enriching simply this one product in need, the product team has evolved and recognizes that to avoid this missing data in the future, it's necessary to enrich the data model (it's like a recipe that includes all the data fields needed for each product group) in the PIM system. This has truly been a gamechanger, completely bringing an end to reoccurring identical issues within product enrichment.
Tim's work in after sales has changed from putting out constant fires into a state of peaceful easy actions and much more time to care for customers in need.

WHAT HAPPENED WHEN PIM MET AI

LET'S DIG IN.

We have been going on and on for years about how PIM saves time and resources. It's still true, but it has reached a whole new level thanks to our advancements within AI. PIM systems and tech partners have begun to offer AI tools and services for creating content.

Why should you use an overqualified and overworked marketing specialist to create basic SEO content week after week for thousands of products, when AI can do that in minutes?

"I know, I know!
The image here is a bit of a cliche."

When creating product descriptions and compelling product stories, often there is not a lot to go on since existing product information is slim, very slim. Maybe your supplier only sent over a few technical specifications, like the ones we have demonstrated below.

Current product information

Product name: Save the Seas phone case
Product Category: Phone cases
Color: Purple
Weight: 70 g
Material: Recycled plastic
Feel: Non-slip
Warranty: 2 years

"This is okay. We can work with this.
Check the next page to see what AI did with it."

NEW AI content:
Long description

Introducing the Save the Seas Phone Case - a must-have accessory for your phone that not only protects your device but also contributes to a sustainable future.

This vibrant purple accessory is perfect for those who want to make a statement while keeping their phone safe. Crafted from recycled plastic, it not only adds a touch of style but also helps reduce plastic waste, making it an eco-friendly choice.

Weighing just 70 g, this lightweight phone case ensures that your device remains sleek and easy to carry. Its non-slip feel provides a secure grip, preventing accidental slips and drops, giving you peace of mind.

With a warranty of 2 years, you can trust in the durability and quality of the Save the Seas Phone Case. We believe in the longevity of our products, ensuring that you can enjoy your phone case for years to come.

Join us in our mission to protect our oceans and make a positive impact on the environment. Choose the Save the Seas Phone Case and showcase your commitment to sustainability while keeping your phone safe and stylish.
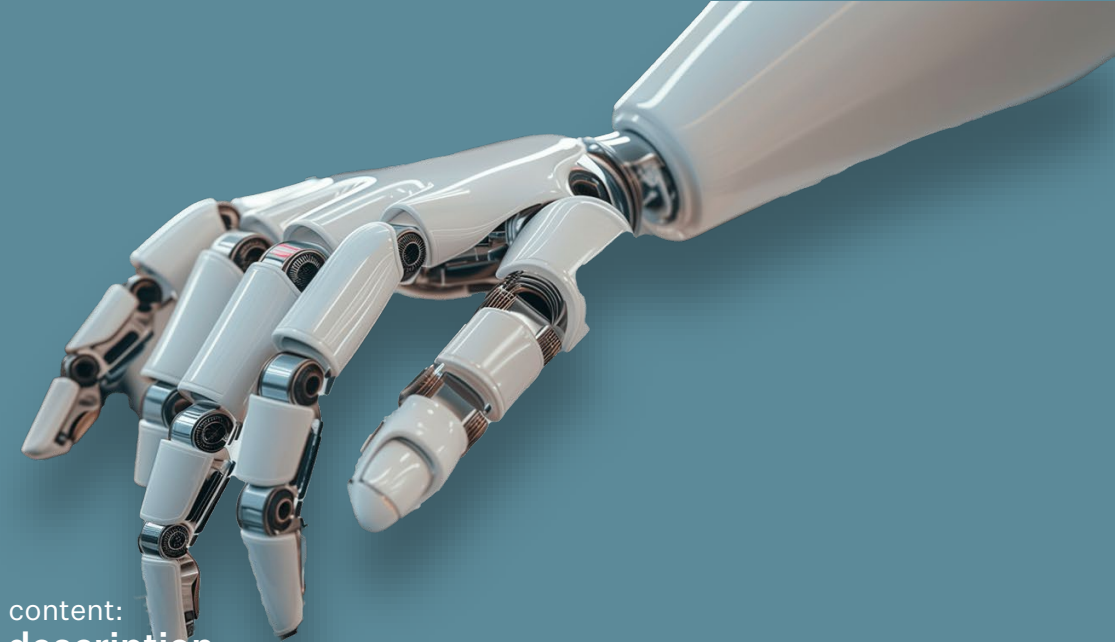
NEW AI content:
Short description

Protect your phone and the environment with the Save the Seas phone case. Made from recycled plastic, this non-slip case is lightweight and durable. With a 2-year warranty, it's the perfect accessory for eco-conscious customers.

NEW AI content:
Google meta title
[max. 50 characters]

Eco-friendly purple phone case

NEW AI content:
Google meta description
[max. 140 characters]

Protect your phone and the environment with the Save the Seas phone case. Made from recycled plastic, this non-slip case is lightweight and durable.

NEW AI content:
Google and eCom keywords

phone case, Save the Seas, purple phone case, recycled plastic, non-slip phone case, 2-year warranty, eco-friendly case

AI isn't replacing people;
it's creating **space for what truly matters.**

THE ONLY CONSTANT IS CHANGE

The only constant is change and what we need to do is keep up with it or - preferably lead it. I have chosen to tackle 2 of the most draining former tasks of mine, that AI today can do for us.

Have you ever written hundreds of Excel rows of search engine optimization content, like I have? If not, odds are someone in your organization is doing it. When creating search engine optimized product information content, on top of what you publish in your channels you need to prepare metadata. Oh no, another horrible non-word. Don't worry, I got you! Metadata is data about your data. So, if you have a let's say a product page in your online store, metadata for it could be for example a meta title and meta description made for search engines. Those pop up in Google search and they are especially made to lure you in and click on the link by being a condensed and enticing version of what is on the actual page behind the link. This particular marketing content is the shortest most energetic content there is – and it's exhausting to write for Every. Single. Product. Ever. Made.

Same goes for translations, they can be very heavy to handle. Ever translated 18 pages of power tool instructions, including 47 ways how not to die while using it the wrong way – I have, and it took forever. But non of this needs to burden your plate anymore, thanks to AI. AI made translations are way better than the computer translations that we have seen and gotten used to pre-AI.

While AI is taking care of all that, you can spend that time doing what you value. What would you do, maybe one or two of these?

• Develop company strategies

• Individual training and competence advancement

• Mentoring or supporting colleagues

• Take time for wellness & strength

• Have those 2 hours for creative work

TODAY IS THE DAY TO QUIT WASTING MONEY AND LEVEL UP YOUR TECH GAME

Our Product Information Management service assortment:

PIM pre-study & auditing, 3-4 weeks

Are you ready to have a clear understanding of your product information architecture and quality? Would you like to make informed decisions on how to modernize and grow your business while saving money and other resources? The PIM pre-study sets the foundation for successful digital growth.

PIM implementation, 3-6 months

Safety hats on! Your new PIM construction site is live, and you can't wait to see how your new day to day will look like thanks to PIM.

PIM continuous development services, consulting and training

Once your new PIM software has been deployed, we have roadmaps ready for you. Our thoughts are always one step ahead, and we keep continuous development going to make sure you stay on track with your goals and get all the support needed.

AI product information enrichment service, PIMScribe

AI made product descriptions and marketing content mass produced? Yes, please. Our AI service PIMScribe is the first of its breed offering you bulk content with fully customized prompts. Could it be any better? Why, yes it could! Your personal Solteq AI Consultant and AI developer are devoted to creating your custom prompt library, together with your product team. Wow.

"We understand what you're going through. Let us help."

Hungry for more? Let's talk.

Solteq has the leading Product Information Management team in Northern Europe. We are more than your system integrators; we are your business development partners with our looooong PIM history (15+ years).

Explore how Solteq's PIM solutions can transform your business.

Visit our PIM and PIMScribe product pages at solteq.com to learn more or reach out through your preferred communication channel.

Whether you prefer a quick message or a more in-depth conversation, we're here to help you every step of the way.

Sincerely,
Charlie

Original ebook text manuscript by Aurora Wahl.