GSM55

GSM55 is among the leading French on-line retailers of accessories for mobiles and tablets. Created in 2008, the site offers its users a broad range of carefully selected products. New items from many different brands are added every week to the 200,000 items already in stock.

www.gsm55.com

Raphaël Seroussi
CEO of GSM55

Conversion rate multiplied by 4

Better quality of product data

50% increase in productivity

> " *After installing the PIM system, our conversion rate multiplied by 4.* "

Project Summary

Issues:

- Grouping all the information together in the same place
- Avoiding having to repeat entries on each retail platform

Key Figures:

Number of users: 15 people

Number of items: 7,500

Data sources: humans, suppliers

Distribution channels: website and marketplaces

Duration of the project: 3 months

Challenge

Since the creation of its website, GSM55 and its creator Raphaël Seroussi have established user experience as their priority and a feature to set them apart from the many other players in the on-line market. A winning strategy that involves having a team of 15 people dedicated to enriching product information sheets. While the results were soon found to be excellent in terms of referencing and retention, this strategy also produces a number of errors in the data and a relatively poor time-to-market compared with the competition.

GSM55 first came across the PIM principle when it was overhauling its e-commerce website.

Until then, GSM55 did not have a tool for centralising the addition and the update of information, which thus needed to be entered several times for each retail platform.

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After trying out various solutions such as SAAS spreadsheets, GSM55 decided, following the advice of its agency, to **implement a PIM system**.

The decision to use a PIM system sought to achieve two major goals:
- **To speed up the enrichment process**, by saving the teams from having to repeat the entry of information, with a solution that can connect to the tools the company is already using, avoiding multiple entries in order to reduce the risk of false operations and errors.
- To obtain a **collaborative tool** that allows all the players and services involved (classification, design, photo) to enrich the brand catalogue.

GSM55 wanted a **flexible** solution that would allow **powerful configuration**. Akeneo seemed to meet these requirements perfectly!

Name
Ultra-thin 3800 mAh battery case

Description
The ideal solution to fix your battery life problems for good.

Material
Silicone Gel

Reference
BATEX15 BLACK

Condition
New

Price
€29.90

Color
Black, pink or gold

> *With Akeneo, errors are avoided, data extraction is very easy and our teams spend 30 to 40 % less time enriching the product information sheets.*

Solution

It only took **3 months** to implement the PIM system and **2 weeks** for the teams to be operational. The solution was quickly integrated and easy to get used to, thanks to its user-friendly, ergonomic interface.

The PIM system connects to the ERP and to Magento. The service to put products on-line enriches the catalogue

in a single, straightforward operation, using a single on-line interface, and this can be seen immediately on the distribution channels (retail website, marketplaces, etc.). The other services involved then have access to this information and can also add to it and use it according to their needs.

> *The team's adoption of the Akeneo PIM was immediate. The 15 people in charge of enrichment clearly gained peace of mind, and this can be seen in their productivity.*

Results

By setting up the Akeneo PIM, GSM55 now saves **one to two hours** per product information sheet since they only have to enter each item once.

Previously slowed down by copy-and-paste errors or complex extraction, the 15 people responsible for uploads at GSM55 have saved a considerable amount of time in data enrichment.

Thanks to this **productivity increase** and **the reduction of the time-to-market** the brand is currently considering expanding to **new countries (Italy) and even opening its very first physical store!**

These two plans are now possible, in particular thanks to the simplified translation of the product information sheets and time saved in enrichment.

The project at a glance

SUPPLIERS

MARKETING

LOGISTICS

E-COMMERCE

akeneo