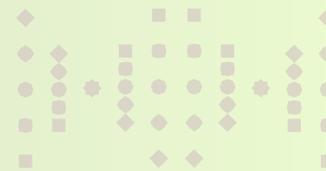# ABFRL's cataloging efficiency goes up 75% with AutoScribe

PROBLEM

Online, retailers today can profit from being in a large number of marketplaces. While this boosts exposure and results in conversions for the brand, it calls for duplicating efforts in the **tedious cataloging process.** Longer time to market equals **lost revenue**. Brands have to **hire and train** continuously almost every six months for the task.

FABRIC - SHEER

SLEEVE LENGTH - SHORT

DETAIL - FLOUNCE , LACE AT HEMLINE

NECK DEPTH - HIGH   FIT - SLIM

COLOUR - PASTEL PINK

ABFRL

Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion dollar fashion powerhouse. The fashion conglomerate operates a retail presence comprising 3,031 brand stores in India, across 25,000 multi brand outlets and over 6,000 department stores in the country. Its suite of established 25+ years strong brands includes Louis Philippe, Van Heusen, Allen Solly and Peter England.

CHALLENGE

Tagging products according to the taxonomy of all the marketplaces **manually demands time, management and resources.**

OPPORTUNITY

Better metadata association and greater understanding of the user query can lead to a **40% increase in revenue.**

AUTOSCRIBE'S TASK

Since ABFRL oversees a large number of brands, previously, the company manually cataloged millions of products for eight marketplaces. This meant **repeating** the same tedious process **8x times per product.** The company is engaging Streamoid's managed service to improve the efficiency of the cataloging process and reduce error rates.

6
HOURS TURNAROUND
FOR STYLECODES*

99.3%
ACCURACY

150
DATA POINTS
PER PRODUCT

ABOUT THE TECHNOLOGY

AI to Human Handover
Self evaluation networks auto- highlight scenarios where the AI generates wrong tags

Online Learning
The AI takes feedback and earns without depending on large volumes of data

Fine-Grained Classification
Fashion optimised AI that captures more than 2000 intricate design details

HOW IT WORKS

COLOR - BLACK

FIT - REGULAR

SLEEVE LENGTH - ELBOW

DETAIL - TIE UP AT BACK

SLEEVE TYPE - BALLOON

HEMLINE LENGTH - BELOW WAIST

MARKET PLACE A
SLEEVE TYPE - BALLOON   COLOUR - BLACK

MARKET PLACE B
SLEEVE TYPE - PUFF   COLOUR - BLACK

MARKET PLACE C
SLEEVE TYPE - PUFFED   COLOUR - BLACK

SUPPORTED MARKETPLACES

RESULTS

Autoscribe Performance

In three months, AutoScribe delivered data for 10,000 products and has since been ABFRL's cataloging solution. **Catalog once, convert everywhere.** Autoscribe is Streamoid's AI cataloguing tool that **automates tagging and converts tags into multiple taxonomies.**

1.5M
DATA POINTS GENERATED

300,000
SKUs PRODUCTS CATALOGED

5,000
HOURS SAVED

Praveen Shrikande
CDIO
ABFRL

"At ABFRL we are well aware that **rich and accurate product information** creates great customer experience online. In the fast changing world of fashion retail, where new products get launched every month, cataloging is a challenge and was a manual exercise until recently.

With Streamoid's AutoScribe, we now catalog our products in less than **6 hours** instead of **2 days** and our data is enriched immensely while maintaining an **accuracy of 99%.** We're very pleased with the technology and the overall experience."