



From Mail Order to Digital:

KLINGEL drives Omnichannel Strategy with Rich Product Information



“For KLINGEL, deploying Informatica MDM – Product 360 was an essential step toward more successful omnichannel retailing.”

Sebastian Klumpp
Head of Product Data Management
KLINGEL Group

Goals

Transform from a traditional mail-order company into an omnichannel powerhouse to increase sales and compete with modern B2C shopping experiences

Optimize the timeliness and visibility of product data across customer-facing channels and internal analytics tools, while increasing efficiency

Provide customers with better product information to improve satisfaction, reduce call volume, and minimize the amount of returned merchandise

Solution

Manage complex product content for 15 brands and more than 3 million stock keeping units (SKUs) using Informatica MDM – Product 360

Automate the onboarding of product data, replacing a local agency which manually entered attributes from print catalogs

Use Informatica Data Quality to standardize data and enhance data management processes enterprise-wide

Results

Positions KLINGEL to increase sales by selling its products on multiple channels and 60 web shops, including Amazon, eBay, and OTTO

Launches products online 7x faster and improves business planning by enabling detailed reporting and analytics

Reduces customer call volume and product returns by providing more complete, higher quality descriptions and images of products

Business Requirements:

- Leverage artificial intelligence to automate product data creation, saving time and costs
- Publish product data in multiple languages for more than 3 million product SKUs
- Support a multi-brand, multi-channel, multi-language product strategy

About KLiNGEL Group

Based in Pforzheim, Germany, KLiNGEL is one of the best-known suppliers of fashion items and household goods for Best Ager in Europe, with subsidiaries in Belgium, France, the Netherlands, UK, Scandinavia, Czech Republic, Slovakia, Switzerland and Austria.

From its humble beginnings as a small textile business founded a century ago, KLiNGEL has grown to become one of Europe's leading fashion retailers through its mail-order catalog. Today, KLiNGEL sells women's and men's clothing, footwear, jewelry, home textiles and furnishings, accessories, and electrical appliances through its print catalog and an increasing number of online channels.

To meet customers' desires for mobile ordering, KLiNGEL is in the midst of a transformation from a traditional mail-order company into a multi-brand omnichannel retailer. So far, the effort has been successful: The company sells through approximately 60 online shops, fulfilling several million orders every year across 15 brands for customers in 12 European countries.

But e-commerce competition is fierce, and KLiNGEL needed more comprehensive product data to enrich the customer experience, increase sales, and compete with modern B2C shopping experiences. It also wanted a faster, more efficient process for getting product data online. For years, KLiNGEL waited until its print catalog came out, then hired a local agency to manually enter the new product data into a legacy product information management (PIM) system. It took one to two weeks for product data to post, and some products didn't make it online at all, which adversely impacted sales.

"With manual processes, we didn't have any visibility into when or why a product or attribute didn't make it online," says Sascha Fritsch, Team Lead at KLiNGEL responsible for the day-to-day management of Informatica MDM – Product 360. "Products didn't start generating revenue for our online channels until weeks after they were available from our print catalog. We wanted a faster, automated way to import, export, and manage complex product data."

Managing master data for more than 3 million SKUs

By providing more product attributes to customers online, KLiNGEL saw an opportunity to improve customer satisfaction, reduce the number of customer calls, and minimize the amount of returned merchandise. However, KLiNGEL needed to manage data across more than 3 million different product SKUs, along with over 90 terabytes of product images. Knowing that its legacy PIM system wouldn't be able to manage the volumes KLiNGEL needed to transform, KLiNGEL began looking for a Master Data Management (MDM) solution.

Following a three-month evaluation process with several competing solutions, KLiNGEL selected and deployed Informatica MDM – Product 360 with assistance from Parsionate, an Informatica partner. "Parsionate brought a great deal of experience to our Informatica MDM – Product 360 implementation," says Sebastian Klumpp, Head of Product Data Management at KLiNGEL. "They were able to advise us on how to effectively integrate the new system into our IT landscape and make us fit for the future."



“Informatica MDM – Product 360 fits very well into our multi-brand and Omnichannel strategy, for the first time we can see every product, in every language, for all 15 of our brands at a glance. We didn’t have that visibility into product information before.”

Sascha Fritsch
Team Lead
KLiNGEL Group

KLiNGEL now relies on Informatica MDM – Product 360 to onboard and manage all product data using automated processes instead of manual data entry. Product 360 is designed to efficiently handle complex product data such as images, graphics, documents, audio files, and videos, in the formats provided by KLiNGEL’s various suppliers.

“Informatica MDM – Product 360 has powerful import and export capabilities that other solutions we evaluated couldn’t offer,” says Klumpp. “It gave us a lot of functionality to start seeing value quickly, as well as opportunities to expand our use of MDM in the future.”

To help ensure all product data is standardized, KLiNGEL uses Informatica Data Quality for embedded, automated quality checks. The Informatica MDM – Product 360 Business Process Management option helps optimize business processes across teams, informing process definitions with product information to improve new product launches and ongoing product maintenance. For support, KLiNGEL contracts with both Parsionate and Informatica.

Publishing product information 7x faster

With Informatica MDM – Product 360, all the products that customers see in the print catalog are also available online. KLiNGEL can now launch new products in just one or two days across all 70 sales channels, complete with a rich set of data attributes in multiple languages. The product data management team no longer has to wait for the print catalog to be published to publish product data and images through their online channels.

“Informatica MDM – Product 360 is perfect for our multi-brand, omnichannel strategy because for the first time we can look at every product, in every language, for all of our 15 brands,” says Fritsch. “The transparency is absolutely perfect. Everyone in the company can see at a glance which products are showing up in which channels and why.”

More omnichannel sales, fewer returns

Publishing product information online without delays or errors positions KLiNGEL to increase omnichannel sales, helping the company sell its well-known brands such as MIAMODA, meyermode, Babista, Happy Size and MONA on digital marketplaces including Amazon, eBay, and OTTO. It’s also improving the customer shopping experience. With more complete and detailed descriptions of styles and materials and more images of products, customers can find what they want faster and be more confident in their shopping.



Inside The Solution:

- Informatica MDM – Product 360
- Informatica Data Quality

“Informatica MDM – Product 360 has helped us reduce the amount of returned merchandise because more customers are satisfied the first time,” says Klumpp. “Today’s shoppers switch fluidly from one channel to the other to get information or buy items, and we can now provide them with detailed product information regardless of channel. For KLINGEL, deploying Informatica MDM – Product 360 was an essential step toward more successful omnichannel retailing.”

An AI-powered digital transformation

With the ability to export product data into its Microsoft Power BI business intelligence software, KLINGEL is improving business planning with more detailed reporting and analytics, helping product managers understand if changes to product data are having an effect on sales. KLINGEL continues to expand and refine its use of Informatica MDM – Product 360, using the flexible Service API for custom integrations and leveraging artificial intelligence (AI) to automate product data creation and enrichment. In the future, KLINGEL will use Informatica’s Cloud-scale AI-powered Real-time Engine (CLAIRE) to automatically classify data fields with semantic labels, extract product attributes, and identify likely matches during imports.

“We now write every product description in every language using AI, so we can produce accurate and complete product descriptions with a single click for more than 3 million SKUs,” says Klumpp.

