



E-Commerce Support Services



## CASE STUDY



Learn how a technology company is offering its client the most sought after information produced by cutting edge technology in sync with outsourced help.



## EXECUTIVE SUMMARY



Our Client has developed a unique technology solution that automatically extracts and compares a client's product prices with their nominated competitors each day. There is no limit on the number of products or competitors that can be tracked. It provides daily actionable insights to large and small retailers and brands across the globe who primarily form their clientele. It provides for easy competitive analysis and tracking of competitor's pricing strategy. Customers use their intelligence system to automate pricing decisions for their websites and also helps a great deal to negotiate with suppliers if the competitor's pricing is lower than the client's. The work involves analyzing the pricing of huge number of products and related information. Retailers often change product numbers, descriptions, images and other data, preventing competitors from comparing prices online. This requires human intervention as technology alone cannot handle it. It was then when the client joined hands with Fusion to gather, mine, organize and compare the ever-changing data points.



## CLIENT SUMMARY



The technology solution offered by the client automatically extracts and compares product prices of their client company with their client's nominated competitors each day. There is no limit on the number of products or competitors that can be tracked.

Pricing data is presented in a user-friendly online dashboard. The dashboard is designed to highlight products where the client needs to be more competitive and where there is an increased margin opportunity.

Automated price comparison saves weeks of time and enables them to make timely and informed decisions.

## INDUSTRIES THAT CLIENT CATERERS TO:





## THE CHALLENGE



The company has a great tool and is a fantastic offering to businesses which are in retail or ecommerce. It extracts price and stock information daily from each of its client's competitor's website and compares them with their client's own website. A detailed Competitor Price Report is available to all its clients each morning which lists out the latest price and stock levels of products including changes which have occurred since the previous day. The daily report also includes statistical data on each product. It provides for easy competitive analysis and tracking of competitor's pricing strategy.

Correct and competitive pricing is one of the toughest jobs for businesses. One cannot afford to keep their pricing on the higher side otherwise it invariably leads to customers going away to competitors and at the same time one's pricing cannot be less as it impacts the bottom line rendering the business unviable. The tool suggests its users the right price point for each product through data gathered via competitive market analysis.

Retailers often change product numbers, descriptions, images and other data, preventing their customers from comparing prices online. This requires human intervention to spot these ever-changing prices and to find a team which can perform this comparative analysis is a challenge the company faced.



## THE SOLUTION



You cannot develop crawlers to capture each and every product info and that too from various different web URL's. It requires human intervention to do that and each project requires different size of team. For a client it's just a one resource job and for others it may require as much as 10 resources. At the end of the day it depends on how many competing websites a business is wanting to compare the pricing. To upsize and downsize manpower is not possible on an ongoing basis internally and that's why companies like our client need help of an experienced team from Fusion equipped with skilled remote staff which can be added or reduced on request.

Fusion was the perfect answer for client's challenge as it offers trained and skilled researchers, who are available round the clock. Fusion's well developed processes ensure the client doesn't need to spend time and resources on re-training for new or replacement staff as we document all the processes and there is an experienced team behind the scenes making sure that cross trained researchers are always available and that the data set produced and delivered is compliant as per quality assurance process.



## PARTNERSHIP SNEAK PEAK

Since engaging with Fusion, the client has been able to win more clients since they don't have to worry about the manual work which involves a flexible team of Fusion backing it up. The client is supported by True Start and is quickly gaining the momentum. Fusion is more than happy to be a part of this success story and both the companies are enjoying their relationship since 2013.



“Fusion is more of a partner than a vendor to us. I have found them diligent, efficient and most of all **RELIABLE**”



Partnership Since 2013



15+ Projects



Over 60 Companies Analyzed



Over 60,000 Products Compared!!







## CONTACT US



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