

The Challenge:

Mike Mayer, Ecommerce Director at Crescent Electric, and his team faced a big challenge. Crescent Electric represents more than 600 vendors, carries over 500,000 different products, and serves 27 states through 120 distribution facilities. Mike's challenge was to enhance the Crescent's ecommerce presence through a more complete product offering and to broaden the companies reach beyond the 27 states with a physical distribution location. The vision for the website was to make it into a super store, which represented inventory from all 120 locations.

The website was home to only a fraction of the products and it was the equivalent of one store location with approximately 3,800 SKUs. Additionally, there were huge gaps in data and much of the information that was available was incomplete and/or outdated. There was also a lack of visibility to the competitive landscape, particularly related to pricing. This made the prospect of ensuring their products were competitively priced an overwhelming and tedious task.

Mike's challenge was to find a way to:

- Automate the process of gathering data across multiple resources.
- Reduce costs and increase productivity related to the activities associated with product research beyond gathering the data and to simplify the process of compiling and cleansing the data.
- Enhance existing product content with information and assets that were not part of the current online catalog data set.
- Ensure that the product data on the website is complete and accurate.
- Add new products to the online catalog efficiently and cost effectively.
- Gain visibility to the competitive pricing landscape to enable the execution of a pricing strategy.

The Solution:

After estimating that it would take two years to manually gather, compile, cleanse, and upload product data for hundreds of thousands of products, Mike knew he had to find a better way. He evaluated options that included continued use of a data aggregator and other methods of automating the collection of data but they all fell short.

He continued to search for a way to automate the process and was pleased when he was introduced to Blossm. It turned out to be the only software he found that met all of his needs and would enable his team to onboard thousands of products and enhanced product information to the website in a fraction of the time it would take to do manually.

Blossm's capabilities equipped his team to create recipes specific to Crescent's goals and objectives and greatly improved the process of gathering, standardizing, classifying and de-duping data.

What separates Blossm from crawling aggregators is a proprietary technology that automates the way humans to research and become experts. Blossm not only gathers the data, it blends the records from

multiple sources in a way that makes sense. The result is very detailed, usable content with control over where each value originates.

“The Blossm technology is very powerful and I couldn’t find anything comparable,” Mike said.

The Results

The Crescent team jumped in with both feet and took a very aggressive approach to implementing the use of Blossm to achieve their objectives.

After three weeks of hands on training, the dedicated team of fourteen generated over one hundred recipes that enabled them to increase the number of SKU’s from 3,800 to 46,000 in less than two months. The teams from Crescent and Blossm teams worked together closely throughout the project. “The Blossm team was great to work with. They provided answers to our questions and addressed any issues that came up,” said Mike.

In addition to significantly increasing the number of SKU’s by incorporating the Blossm technology into their process, they were also able to add content such as detailed product specifications, instructions, and attributes that were not previously available for their customers.

Mike and his team have also gained visibility to the competitive landscape and now have the information they need to achieve business goals of growth and profitability.

About Crescent

Crescent Electric Supply Company opened for business in Dubuque, Iowa in 1919. Today they are one of the largest independent distributors of electrical hardware and supplies in the U.S. Crescent Electric represents more than 600 vendors, carries over 500,000 different products, and serves 27 states through 120 distribution facilities.

Crescent values their employees and understand the important contributions they make to the success of their customers. They provide continual training and education for their more than 1,400 employees to service their customers with the most highly skilled staff in the industry.

After nearly a century in business, Crescent remains family owned and the business founded by Titus B. Schmid holds fast to the principles that have guided their growth.

About Blossm and ThanxMedia

Thanx Media is an enterprise solutions company that focuses on three major parts of a consumers website: Gathering all relevant or necessary content, managing that content through a proven Product

Content Management (PCM) or Master Data Management (MDM), and accessing that data through site search and guided navigation. With over 150 customers, partnerships with industry leaders, as well as breakthrough proprietary technology, Thanx Media is redefining the landscape of driving an effective website experience. Headquartered in Chicago, Illinois, Thanx Media is a private company with North American operations. For more information, visit www.thanxmedia.com.