



Case Study

Kingfisher

Home improvement company was able to give their customers more accurate search results



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**Home Improvement
Company was Able
to Give their Customers
More Accurate Search
Results**

Kingfisher

Company Profile

Kingfisher plc is an international home improvement company with 1,302 stores in 10 countries across Europe, Russia, and Turkey, supported by a team of 79,000 colleagues.

The company offers DIY and home improvement products and services to nearly six million customers who shop in their stores and through our digital channels every week.

Their customers are everyone wanting to improve their home, as well as the experts and trade professionals who help them.



Business Situation

Kingfisher faced two challenges in terms of product data management:

- Merge different platforms (394K products in total) in order to have a uniform set of attributes between all products.
- Categorize all products to an internal set of product codes. This involved categorization and analysis of where there were inconsistencies.

Our Solution



ProductMatch™ was able to derive a hierarchy in Excel and import over 60K lines of attributes and categories. This, in turn, was used to categorize 394K records of unstandardized product data. Once the data was categorized, ProductMatch™ matched duplicate products and enriched the data between the match group members (duplicate products).

ProductMatch™ implemented King Fisher's internal product codes as a hierarchy and classified the same 394K products. PM™ was then able to see which products had been incorrectly classified in their SAP system. By using the classification module, King Fisher was able to correct thousands of misclassified products.



ProductMatch™ was able to derive a hierarchy in Excel and import over 60K lines of attributes and categories.



Categorize and standardize unstandardized product data.



Match and Enrich data between the match group members.



Benefits



Increase online sales dramatically

King Fisher was able to populate their online store and give their customers more accurate search results. Having the attributes properly standardized helped them to increase their online sales dramatically.



Resource for data cleansing and fuzzy matching needs

By properly classifying the products into the correct internal code, they were able to reduce import tariffs on many of their products.





Kingfisher was able to populate their online store and give their customers more accurate search results with standardized product attributes, subsequently increasing their online sales dramatically.

Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise™, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner. Increase your sales by offering product data cleansing services through **ProductMatch™**.

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