



REAL-TIME COMPETITIVE MONITORING

INDUSTRY:

Retail

TECHNOLOGY:

UiPath (RPA), proprietary SaaS CRM

PROJECT BACKGROUND:

A global online retailer was looking for an automation solution that would allow them to review real-time competitor sights in the market and monitor SKU prices of overlapping or similar merchandise. They also desired to continually update product pricing to stay 3% lower than the cheapest competitor's pricing at any given time to maintain a competitive advantage.

CHALLENGES:

- Lack of resources to perform manual market benchmark
- Increased market volatility led to higher costs related to manual efforts around staying up to date with direct competitor's pricing without an automated monitoring solution for price update alerts
- Significant bottleneck and process inefficiency detected, causing significant hike in costs to manually update portfolio pricing in real-time

SOLUTION:

Our RPA solution architects helped customer deploy solutions that provided:

- Full automation of the website review of the 14 largest online retailers.
- Approximately 500,000 updates were performed annually by the digital workforce
- 15,000 hours of capacity were given back to business analysts in the merchandising dept
- Realtime dashboards and alerts sent automatically with any new competitors lowered prices

RESULTS:

- \$1.6 Million in savings via cost avoidance
- Thousands of SKU's monitored daily across 14 websites.
- Collected data structured for future advanced analytics