



A DDC OS CASE STUDY

BUSINESS

FMCG Digital Product
Coding & Content Creation.

DDC 
Outsourcing Solutions

Overview

Our client operates in the fast-moving consumer goods industry. They have established themselves as leaders in their field with a strong reputation as a trusted provider of digital product content for retailers worldwide. Our client's world-leading end-to-end product content solutions deliver high-quality data, coded in line with local product regulations to provide engaging online retail experiences.



**Multilingual Product Coding
& Content Solution.**



EXPAND GLOBAL REACH

Clients Needs

Our client's objective was to reduce the turnaround times for their end customers to get high-quality product content live on their websites and expand their global reach into new markets. Our client sought an outsourcing partner with deep industry knowledge and expertise in delivering high-quality product content solutions to support this.

They specifically required assistance with data coding work that could be carried out with effective turnaround times and a high degree of accuracy in multiple languages. Due to our industry expertise and adaptable solutions, DDC OS was chosen as the partner.

A long-term partnership

Starting with an initial requirement for a small team of English language data coding agents, our collaborative approach fostered a long-standing relationship spanning over 10 years. As our partnership grew to encompass nearshore and offshore locations, we successfully delivered high-quality data coding solutions in 7 different languages and expanded our service offering to include customer-facing support and a global service desk for our client's end customers.

This collaboration and evolution of the initial solution assisted our client's strategic goal of expansion into new markets and attaining industry-standard accreditations. The key to our long-running success has been working in partnership with our client and being responsive to the ever-changing marketplace.



Our Solution Summary

DDC OS offers an innovative multilingual solution leveraging our product content capture expertise to support our client's ambitious strategy of growing their global service offering.

DDC receives digital label images, initially checked by our agents for quality. We ensure all relevant information is present to prevent unusable data. Our skilled multilingual team performs Data Capture and Quality Assurance with strict validation rules, maintaining regulatory standards and high-quality data. With this efficient two-step process, clients receive fresh, clean data for a single-language product within approximately 40 minutes following GS1 regulations.

As this solution evolved, we assumed customer-facing responsibilities for our client's end customers and introduced specialised roles to ensure quality control compliance post-production. Our experience with the BAU data coding process greatly enhanced the additional services we could provide. With a robust knowledge of coding regulations, we offer comprehensive support to our client and their end customers throughout the product lifecycle.



Multilingual capability

We deliver in seven languages (Dutch, French, Finnish, Danish, Italian, Czech and English).



Data Capture

Our highly skilled teams deliver up to 50,000 products per quarter, capturing to strict validation rules and GS1 regulations.



Quality Assurance

Our QA agents check quality to the highest standard, ensuring customer satisfaction for our client's end customers.



Global Service Desk

A team of agents providing high-quality, 24-hour service desk support across multiple markets and time zones.



Customer Support

A team of agents providing first-line support for our client's end customers in Dutch and French.



Quality Controller

A role dedicated to promoting and maintaining data quality and GS1 standards.

**It's a
Success!**
50% off
bottom-line costs



Working with this client for 10+ years, we have seen some huge successes which have contributed to the longevity of the relationship:



Cost Savings:

By partnering with us, our client was able to save 50% off their bottom-line costs when they initially moved their in-house solution to DDC.



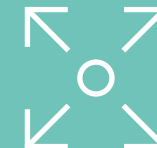
Data Quality:

We operate at a 0.6% rate of customer rejections for single-language capture and 1.25% for dual-language capture.



Increased Efficiency:

We reduced the average processing time per product by approximately 20 minutes, reducing our client's ETE process time to their end suppliers while maintaining data accuracy.



Scalability and Flexibility:

We are able to get new agents up and running to support with additional workload as volumes increased across certain projects. This is integral to our client's success in expanding to new markets.

KEY SUCCESS POINTS



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