Lyreco

retresco

Case Study

Automated Product Descriptions: International Rollout in Europe and Asia

Across

20+ Countries

Setup One Country

4 Days

Time Reduction

96 %



Lyreco is one of the leading providers of office and workplace solutions, with a wide range of products and services for businesses and organisations in various industries. The company operates in 40 countries across four continents, employing over 12,000 staff members.

Challenge

Customer experience is a pivotal aspect of Lyreco's success story. The international distributor aspires that every product description is precisely and convincingly articulated, to simplify and promote purchasing decisions. To achieve this, Lyreco has been working with AI expert Retresco and their content automation platform textengine.io in the Swiss market for four languages since 2019.

In 2023, Lyreco faced the challenge of taking the next step in automated creation of product descriptions and implementing the measures internationally in more than 20 languages. Besides a myriad of European languages, selected Asian languages needed to be supported in the web-shops. This international rollout was part of the company-wide strategy to initiate a cross-cutting content automation, alongside product automation. The objective was to attain significantly leaner business processes through the implementation of scalable text automation, in order to save costs, gain efficiency and reduce the time-to-market when onboarding existing commodity groups.

Solution

Retresco emerged victorious from a public tender. The scalable content automation and international language support was paramount, not least due to the successful multi-year collaboration within the Swiss market. The international rollout was to be executed for the 20+ countries and languages in 9 months. The automated product description has since been launched in the UK, Benelux, Mediterranean states, as well as in Nordic and Eastern European countries. A special highlight entails that the text automation was also implemented for Hong Kong, South Korea, Thailand, Malaysia and Singapore, along with the corresponding national languages.

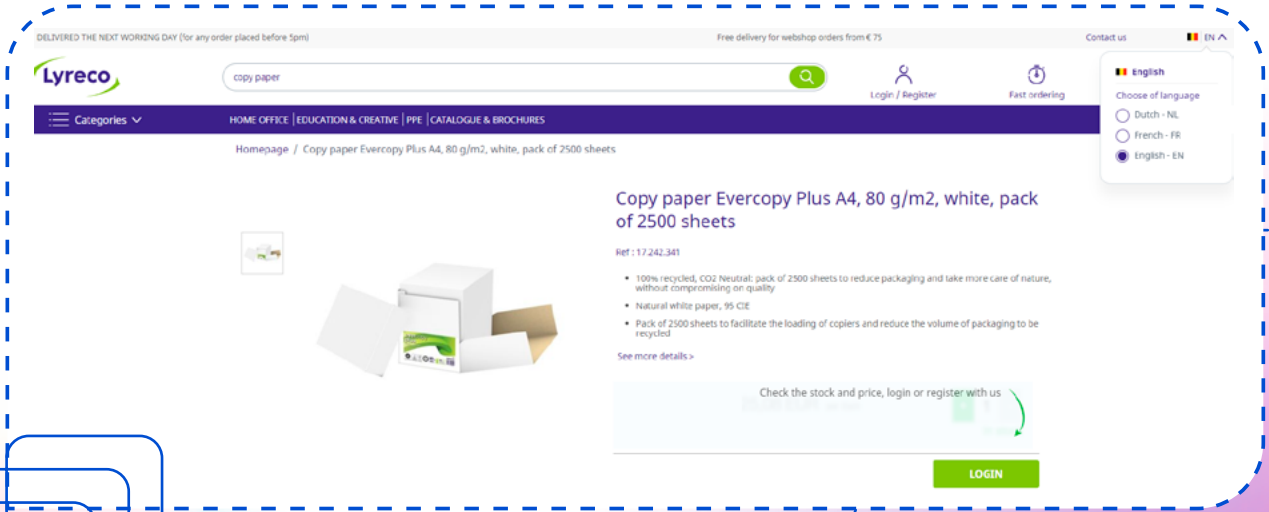
The automation of product descriptions with Retresco is based on data-driven, one-time setup text models, which take into account technical product attributes such as size, dimensions or colours, and ensure the required textual variance. After the initial setup of the text models, Lyreco can not only use them unlimitedly for automation, but also expand them flexibly, as well as adapt them to new and changing product and market requirements. Accordingly, the automatically generated product texts in different languages are always up-to-date, search engine optimised and strong in conversation.

Lyreco's rapid international rollout is based on the fact that the text models established and successfully used in the Swiss market were adapted into the relevant languages for the various target countries. The two-dozen Swiss text models were used as a blueprint for a structured and internationally scalable text production. In this process, minimum data requirements were defined for the individual text models, which all countries had to fulfil for the rollout. Hence, they all rely on the same data structure for all languages, resulting in very few adjustments for the individual languages being required and Lyreco to focus on translation and adaptation. At Lyreco, besides the leading Group Content Manager Arnaud Delepouve, two English-speaking team members were significantly involved to roll out and coordinate text automation internationally. A mix of a central and local marketing concept was created to ensure best practice sharing across the 20+ countries and to empower the local employees to execute their text tasks. The Lyreco head office initially took over the rules-based structuring of the text models in the textengine.io, and together with Retresco, provided country-specific coaching. While the setup and validation of the text automation were centrally organised at the outset, since then the local employee teams have been able to adjust or create the text models themselves. The idea behind this: Local teams and resources are crucial for successful content projects, but lack the prerequisites to design and initiate such projects.



"The quick international rollout of our product information is something we are very pleased about. This would not have been possible without Retresco's expertise in business process automation and regular support. We centrally designed and initiated the content workflows, so that our 20+ country organisations can work autonomously and productively with them. As a result, Lyreco saves resources and effort and further increases its efficiency."

Arnaud Delepouve,
Group Content Manager at Lyreco



Initial Results

The text models for all 20+ target countries and languages were adapted and set up in textengine.io in a short period of time. Since then, Lyreco has been able to generate automated product descriptions in top quality and at scale in a simple and efficient manner. This rapid rollout would not have been possible without the close collaboration between Lyreco and Retresco. In fact, the initial setup of textengine.io for the Benelux markets **only required four days**. The time required for content creation could be **reduced by a remarkable 96% compared to manual processes**.

10,000 detailed, search engine optimised product texts could be produced in a matter of mere minutes.

Lyreco and Retresco will continue to work closely together to keep writing this success story jointly. In the medium term, a **country-specific conversion uplift of at least 30% is targeted**, as was achieved in the Swiss market. All measures are designed to ensure effective content workflows and efficiency gains in business process automation in the future. Moreover, text automation is planned to be extended to the production of online and print catalogues.

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AI-powered Content Automation

Retresco is one of the market leaders in the automated analysis and generation of content. The Content Automation Platform textengine.io enables scalable text automation - simple, intelligent, and effective. At the same time, Retresco offers a comprehensive topic management system and develops customer-specific AI applications.

Schedule a free demo with one of our experts today!

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