How SupplierXM enabled METRO France to accelerate product listing

In 2020, Metro chose SupplierXM to collect product data from 2500 suppliers using our Request Engine

The Context

Metro made the following observations:
- *Customers' need for product Data is growing*
- *Data collection must be accelerated through simplifying processes*
- *The product page was the most important tool for Metro's sales team, as it is their only sales support tool*

The Solution

Metro has accelerated product listing with optimal data quality thanks to SupplierXM:
- *Faster supplier engagement: SupplierXM' perfect onboarding methodology & portals*
- *Streamlined data collection: data exchanges between retailers and suppliers and a pre-configured flexible data model*
- *Increased product data quality: supplier data collection, monitoring, and correction suggestions*

SALSIFY

THE SOLUTION AND RESULTS:

Metro has accelerated product listing with optimal data quality thanks to Salsify:

- **Faster supplier engagement:** Salsify' perfect onboarding methodology & portals
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METRO

Since Metro started using Salsify, they have observed significant improvements in their supplier relationships. Productivity and data quality have increased, thus accelerating listing time.

"As former CFO and IT Director of Metro, I always focus on ROI. Our productivity has increased – we're already listing products twice as fast!"

Cynthia Mérope
Offer and Marketing Director
board member

How METRO France improved product data completion rate by 40% with SupplierXM

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The Results

- *A 24/7 real-time access to all the product pages, enabling category managers & buyers to work more efficiently*
- *The option to sort product pages between what's requested and what's pushed by the supplier, leading to a significant gain of time*

Improved data completion

+ 40% on sales data

compared to their previous system

Enriched content on product data page used for e-commerce

Improved data quality

+ 10%

compared to their previous system

Listing & Enrichment content

SALSIFY