Autoglass® Wiper Blades Data

Services

- Data Preparation and Standardisation services for Amazon

AUTOGLASS®

Autoglass® chose Elcome to prepare and standardise their own-brand Wiper Blades data for Amazon UK Partfinder.

Background

Autoglass® is the UK's leading vehicle glass repair and replacement company. Whilst their core business is dedicated to the repair and replacement of broken vehicle glass, Autoglass® is developing a range of own-brand car care products as part of its continued efforts to help motorists care for their vehicles and stay safe on the road. This includes own-brand wiper blades.

Aspiration

Autoglass® is a highly trusted brand in the UK, and they recognised that Amazon presented an opportunity for an additional route to market for its wiper blade range.

Whilst today's consumers are looking to buy all kinds of replacement parts and performance accessories online, they also want to know that they're buying the correct item that they need, which is why fitment is critical for identifying exactly which part fits a particular vehicle.

With Amazon.co.uk, sellers can directly integrate their fitment information by uploading inventory files via the Partfinder interface, but their data must be structured with the correct attributes to meet Amazon's specified vehicle fitment standard.

However, having submitted via this process using quality data provided by their supplier, Autoglass® were frustrated to receive several error reports from Amazon, stating invalid vehicle records and files exceeding their limit.

Unable to identify why these errors were occurring, Autoglass® approached Elcome, after seeing our company listed as a preferred data service provider within the Amazon seller's environment, to see if we could help.

"The team at Elcome were professional and knowledgeable, communicating regular updates and helping us to solve our data preparation problem efficiently and under budget"

AUTOGLASS®

Debra Christoforou
Marketing Manager
Autoglass®

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Action

Elcome received the data in an excel format and we immediately set about analysing the information provided. As experts in the field of aftermarket cataloguing, we were able to test the data thoroughly to quickly identify the issues causing the errors.

These included vehicle ID's that were either out of date or not recognised in the UK, so consequently not accepted by Amazon, and some attributes which exceeded the required 2000 character limit.

We were able to remove the invalid records and, using our knowledge and expertise, reformat the data without reducing the quality.

The completed and improved file was thoroughly proofed, validated and submitted to Amazon by Elcome on behalf of Autoglass®.

Results

100 % of the valid applications were successfully submitted to Amazon, giving full coverage of the Wiper Blades range for Autoglass®.

The project was also delivered to time and under the estimated budget, which has afforded Autoglass® the opportunity to refresh their data or run similar checks with Elcome's assistance in the future.