

Make your catalogue stand out!



By [Ritesh Sanghani](#)

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AHMEDABAD, INDIA: An excellent catalogue processing service can make your virtual catalogue stand out in crowd...

With the growing popularity of virtual stores, many brick-and-mortar storeowners are gearing up for their own versions of online shopping place. In such a heated competition, reaching out to millions of customers across the world is one of the major keys to survival. And ecommerce sites provide an excellent opportunity to widen their customer base and leverage business.



Among many things that ensure efficient functioning of ecommerce stores, the product catalogue is an important touch point that helps in creation of an information-rich site and eventually attracting more customers. Such informative sites play an instrumental role in developing an interest among online shoppers as well as making it very appealing that can easily convert the prospects into customers.

Catalogue processing services, thus has become an integral part of ecommerce industry. As a part of these services, catalogues are efficiently managed and updated in a regular fashion. [An experienced product catalog processing services provider](#)

prepares a product list with all the necessary information thus helping the customers to take a right buying decision.

Creating and presenting a web-based product listing that looks next to real as a brick-and-cement store is the real challenge. And it is precisely where an efficient service provider comes in to picture as a saviour. *Listed are some key aspects that form an essential part of cataloguing - while providing required stimulation to customers buy more:*

Well-defined categories

In order to drive the customer navigate the entire catalogue, the listing must have a complete and intuitive multi-level structure that includes a logical path to products. Moreover, it should be created in such a way that it becomes easier for the visitors to find the items without any hassle. Furthermore, one can place products in multiple categories as well.

Clear images

Lucid and visually appealing images have become a necessity. Since, the competition is really fierce in markets; an online store must create an ever-lasting first impression which becomes the last, for the customers, compelling them to hit the 'buy' button.

Correct products' availability status

Another thing that generally puts off an online shopper is wrong information about the availability of a product. Therefore, it is equally important to keep a proper track of the inventory in real time environment. Your customers will only go for products that they think will be delivered to them within promised deadlines.

Appealing descriptions

Online shoppers mostly depend on the product descriptions while making a choice. Thus, it is important to provide precise and credible descriptions that help them with proper information and making right buying decisions.

Comparative rates

Offering products at competitive rates is a sure-shot way to take the sales and profits graph upwards. For this, competitors' prices should be monitored on real time basis, therefore; dynamic pricing strategies need to be created and accordingly offered to your targeted customers.

An all-inclusive product catalogue, that contains complete, correct and updated information, is the easiest way to compel the customers to browse through and search the products; taking your profits to all-time high!

ABOUT RITESH SANGHANI

Ritesh Sanghani is a Director at H-Tech Outsourcing Services for the past 15 years. He has worked with several international clients and has executed BPO projects of varying scales and complexities.

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