Rapid Content QC using Autoscribe reduces Cataloging Turnaround times (TAT) by 70% for Tata CLiQ

Launched in 2016, Tata CLiQ is India's renowned online web store that offers wide range of products at best prices. It is a part of the Tata Group of companies, which comprise of 30 companies across 10 verticals generating a revenue of $113 billion.

PROBLEM

Online marketplaces have 1000's of brands uploading products and content in a specified format. This content is prone to errors and requires many levels of QC in order to deliver the user experience that marketplaces wish to offer. This is a tedious process requiring large teams of stylists to manually verify accuracy of data and delays go to market for the sellers.

CHALLENGE

Sellers submit incomplete or incorrect content. So, marketplaces have large styling teams doing content (quality check) QC to ensure it is as per specifications. This manual process is tedious, time consuming and expensive.

OPPORTUNITY

An automated tagging systems trained to detect and correct data can reduce manual QC and speed up Turnaround times (TAT) by 8-10X.

AUTOSCRIBE'S TASK

Tata CLiQ had an agency to manually check the quality of fashion catalog data and images. This process is time consuming causing delays in taking products live. They engaged Streamoid, to automate the QC process, reduce TAT and handle scale, so as to eventually replace their existing agency.

ABOUT THE TECHNOLOGY

AI Studio and Classifiers

150 + data points added per product using fine-grained classifiers trained in AI studio, our fashion optimised AutoML platform.
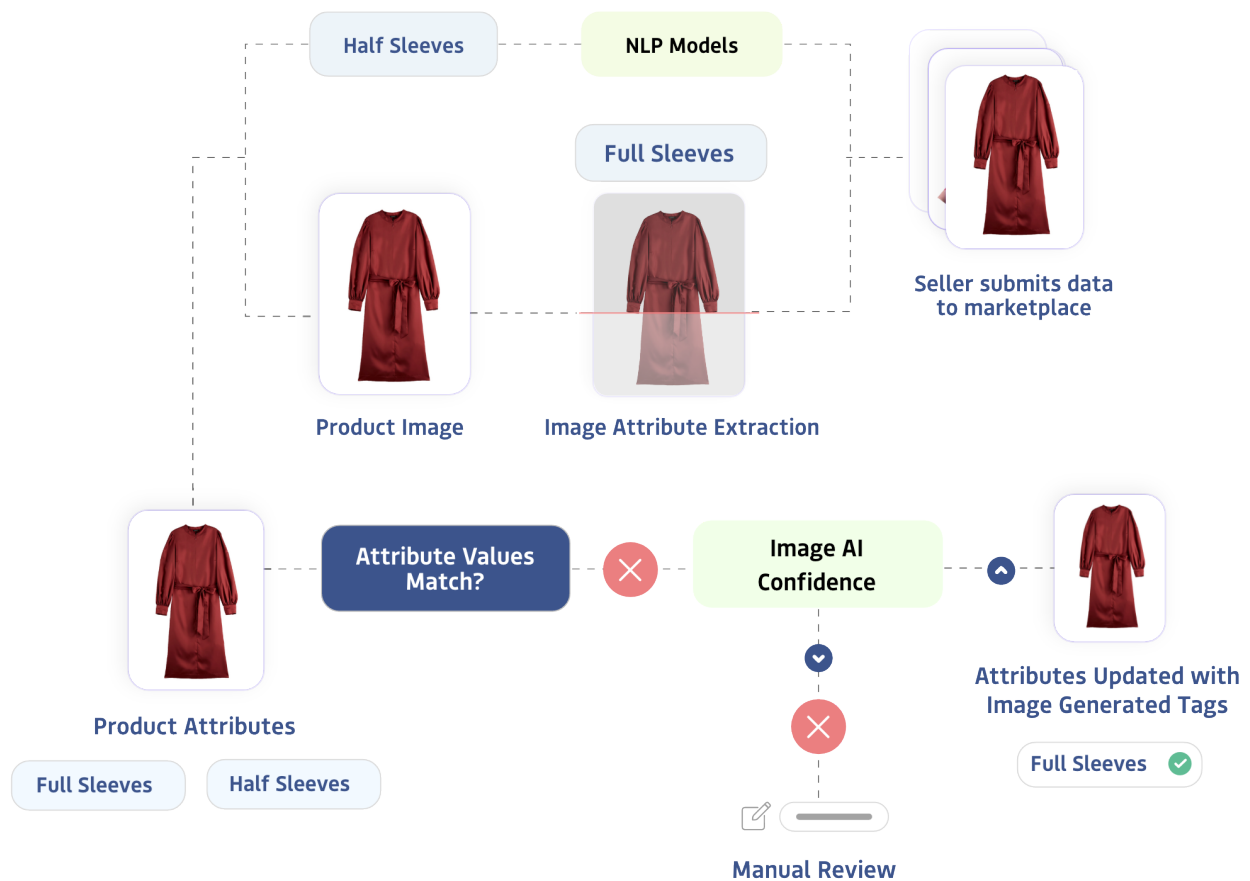
Auto conversion to Marketplaces

With our taxonomy as the source of truth, other taxonomies are a subset and it is a simple matter of mapping.

Self Learning

Feedback from curation is used to automatically re-train the models in AI studio, further increasing their accuracy.

AI ENABLED RAPID QC

Autoscribe uses image AI to speed QC process with attribution extraction

Half Sleeves

NLP Models

Full Sleeves

Product Image

Image Attribute Extraction

Seller submits data to marketplace

Attribute Values Match?

Image AI Confidence

Attributes Updated with Image Generated Tags

Full Sleeves ✓

Product Attributes

Full Sleeves   Half Sleeves

Manual Review

RESULTS

AutoScribe is an essential tool to help retailers catalog their products with quick TAT's. With more data, our automated deep tagging & cataloging solution only becomes more accurate, making the process efficient and economical.

41,235
SKUS
PRODUCTS CATALOGED

99%
ACCURACY

10,000
SKUS PER DAY
PEAK TAT

1,855,575
DATA POINTS GENERATED

RINA SHAH
Business Head Apparel
Tata CLiQ Luxury

"After rigorous testing across both western and ethnic wear categories we found Streamoid's Autoscribe to be a much faster and better way to do Content QC. What made it more compelling was that it did not need any tech integration or any changes at our end."