



SUCCESS STORY

AUTOMATIC GENERATION OF MULTI-LANGUAGE CONTENT OPTIMIZES INTERNAL PROCESSES

The Swiss market leader for workplace equipment and office supplies has opted to use automatic text generation to create product descriptions in its online shop and print catalog – and the company's success has been measurable. The automation of content production at Lyreco Switzerland AG has led to significant optimization of the customer experience and internal processes.

THE CHALLENGE

Part of Lyreco's philosophy is to offer customers a unique experience. The objective is to make all product descriptions in the print catalog and online shop as attractive and precise as possible so customers will have an easier time making purchasing decisions. In the multi-lingual Swiss market, generating high-conversion product copy tends to be a costly and time-consuming process.

THE SOLUTION

Automatic text generation with a solution from Retresco allows Lyreco to efficiently create highly customized product descriptions for the linguistically segmented Swiss markets. The software uses manufacturer data to generate product descriptions in German, English, French, and Italian at the touch of a button. This automation reduces the amount of time Lyreco has to spend creating its product descriptions and also cuts costs for translating all the copy.

THE RESULT

50% of the texts in the web shop and 87% of the texts for the supplier's catalogues were created automatically with Retresco's software solution. Among other benefits this means that the content team no longer has to write product descriptions in large volumes and is tied up in lengthy coordination with service providers such as translation agencies.

„Automatic text generation is an important component of Lyreco Switzerland AG's digitalisation strategy. Retresco's solution makes us more independent and flexible in the creation of individual, multilingual product descriptions. In this way, we improve the customer experience and create the basis for scalable growth.“

ANGELINA LENK
Head of Digital Marketing | Lyreco Switzerland AG

LYRECO SWITZERLAND HAS ALREADY ACHIEVED MEASURABLE SUCCESS WITHIN JUST SIX MONTHS

87%	OF TEXTS IN THE WEB SHOP AUTOMATED
50%	OF TEXTS IN THE PRINT CATALOG AUTOMATED
40%	HIGHER CONVERSION RATE
10%	MORE PAGE VIEWS
WOCHEN ZU TAGE	TIME TO MARKET REDUCED FROM SEVERAL WEEKS TO A FEW DAYS

HOW WE CAN SUPPORT YOU

Would you like to know how Retrescos solutions can help your company digitise business processes? Learn more on our website or make an appointment for a personal consultation: welcome@retresco.de