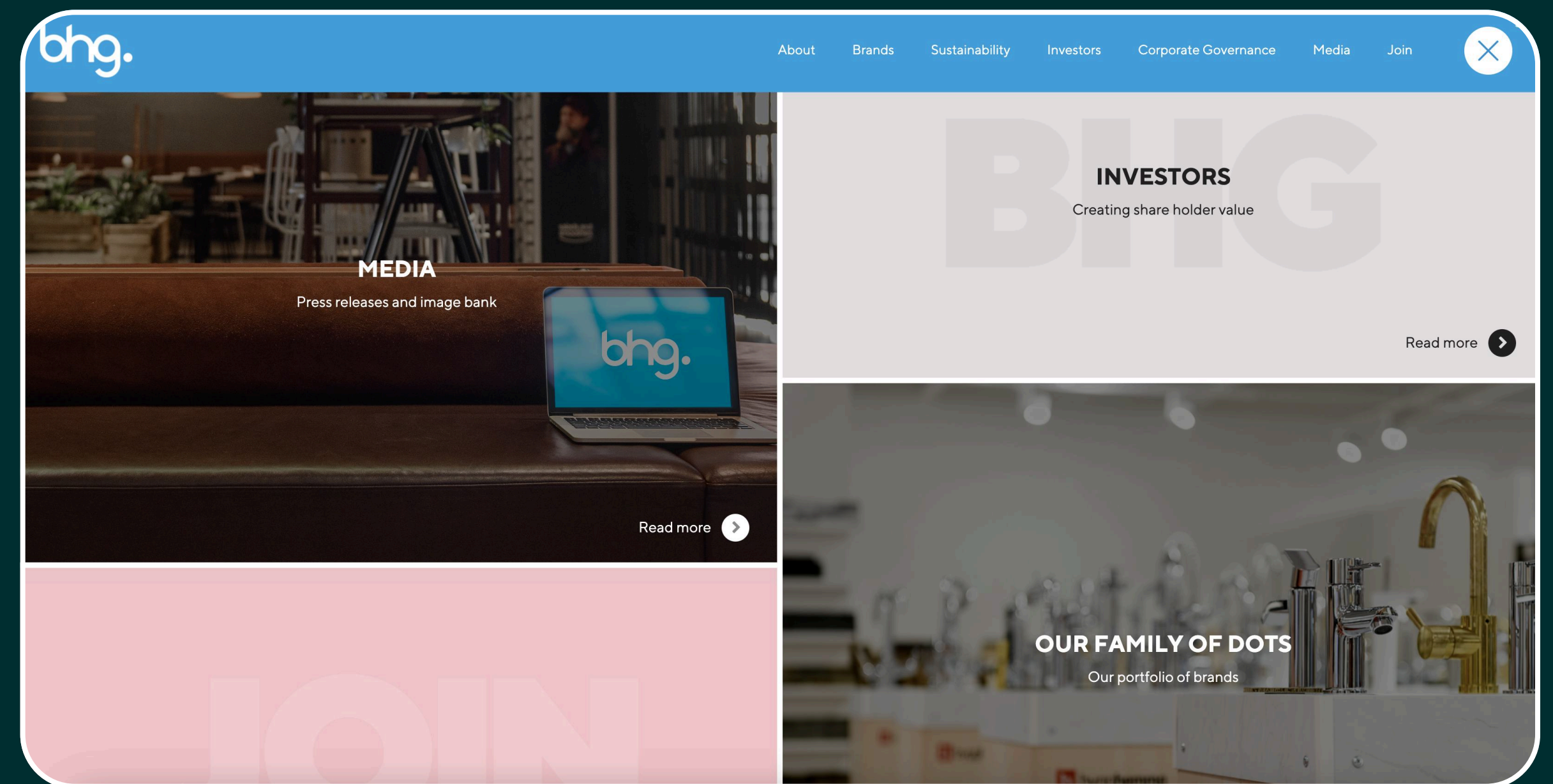


Automate Content Creation with ChatGPT Integration for Your E-Commerce Platform



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Backstory

Whether you're a startup or an established e-commerce enterprise, managing a growing catalog of products and services isn't easy. Writing unique, customer-focused product descriptions takes time.



Backstory

Integrating ChatGPT into your Product Data Exchange (PDE) platform is a great solution. It helps digitize the process while keeping your content fresh and engaging.



About our client

Bygghemma Group is a top Nordic online retailer of home and garden products offering a wide selection through various e-commerce sites.

- ❑ A major player in Europe's home improvement market
- ❑ 100+ online destinations under the BHG umbrella
- ❑ Over 12 years of experience with operations in 25 countries



Client's Pain Points



Time-consuming product description creation and updates



Struggles with managing multilingual content



Slow AI performance in the client's PDE system



Challenges in customizing content for different e-stores

Client's Goals



Save managers time by automating product descriptions and translations



Enable ChatGPT to be used directly within the PDE system



Improve performance by changing the integration method



Let managers customize AI prompts to fit each e-store's needs

Results of Our Collaboration



Effortless product descriptions with just a few clicks



Seamless product description generation and export within the PDF system



Faster performance after implementing a new integration method



Tailored AI prompts to match the company's audience's needs

How ChatGPT Integration Works

The screenshot displays a 'PIE Product List' interface. On the left, there are several filter sections: 'IC Supplier product number' with a search box, 'IC Status' with a dropdown, 'IC Purchase Price' with a checkbox, 'IC Stock quantity' with a checkbox and a range selector (From: Min, To: 40), 'Supplier Company Code' with a search box, 'Campaign Status' with a dropdown, and 'Campaign Date' with a search box. At the bottom left are 'Reset All Filters' and 'Save filter set' buttons. The main area shows a table with columns: PIE Product Number, GTIN, Image, Master Title, Type, Category, Brand, IC Supplier, IC SPN, IC Status, IC Purchase Price, Available Stock, Delivery time, and Campaign. The table lists several products, including 'Admira matbord ru...', 'Läckö Matgrupp 20...', 'Läckö Förlängnings...', 'Admira Matgrupp R...', 'Jasmin Matgrupp 1...', and 'Jasmin Matgrupp 1...'. At the bottom right, there is a pagination bar showing 'Total 926 items' and page numbers 1, 2, 3, ..., 38, with a '25 /page' dropdown. An 'Export Data' button is highlighted in a red box in the top right corner.

Step 1: Select and Export Products

- ❑ Managers choose the products that need modifications or updates.
- ❑ They make sure that the relevant products are chosen for the process.
- ❑ They initiate the export process to transfer the product data.

How ChatGPT Integration Works

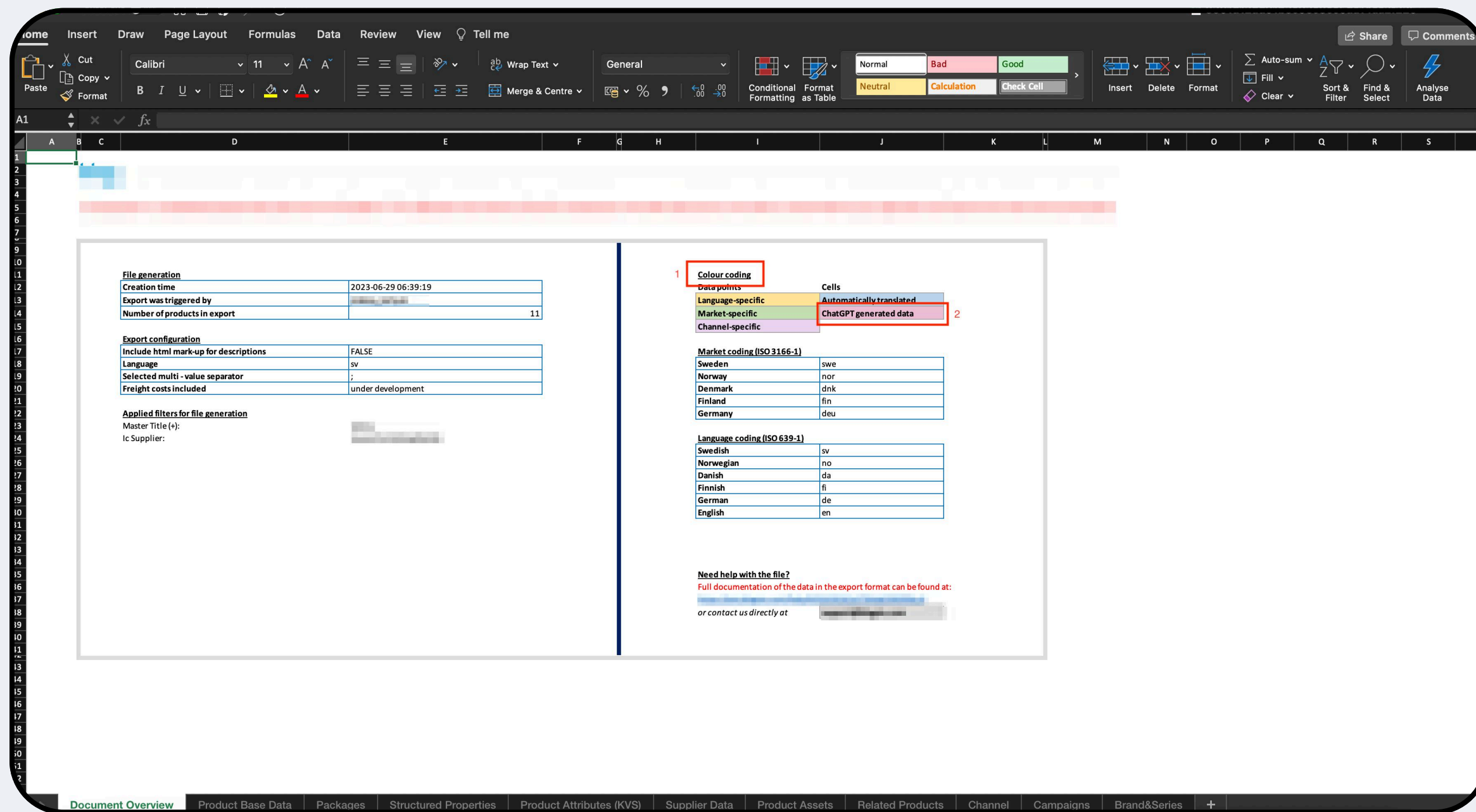
Step 2: Configure the Data Export

- ❑ Managers select the format for data generation.
- ❑ They choose languages for language-specific data (e.g., title, description).
- ❑ If enabled, missing descriptions are generated with ChatGPT for the selected languages

The screenshot shows the 'Export data' configuration window with the following elements:

- Format:** Three options are shown: Excel (XLS), Jsonl (JSON), and Company Structure. The Excel option is highlighted with a red box and a '1' in the top left corner.
- Language:** A multi-select dropdown menu is shown with 'Norwegian', 'Swedish', and 'German' selected. 'Finnish' is also visible below. A red box highlights this section with a '2' in the top left corner. Below the dropdown, it says 'If no option selected, all languages are exported'.
- Product Generation:** A section with a red box and a '3' in the top left corner. It includes:
 - An information icon and text: '40000 products available'.
 - A checkbox for 'Translation approval' (unchecked).
 - A checked checkbox for 'Remove HTML tags from product description'.
 - An information icon and text: '1000 products available'.
 - A checked checkbox for 'Enable product description generation with ChatGPT technology'.
 - A checkbox for 'Export specific data fields' (unchecked).
- Buttons:** 'Cancel' and 'Export' buttons are located at the bottom right.

How ChatGPT Integration Works



Step 3: Review and Analyze Your Generated Export Data

- ❑ Managers open the generated export file in .xlsx format.
- ❑ They review the first page, which includes key details related to the export.
- ❑ They notice the color schemes applied to different cells for easy navigation.
- ❑ They identify the specific color used to highlight data generated by ChatGPT.

How ChatGPT Integration Works

Step 4: Place and Review Product Descriptions

- ❑ Managers navigate to the relevant tab in the export file.
- ❑ They focus on the "Master Description SV" column, which contains Swedish product descriptions.
- ❑ They look for cells highlighted in pink; these are descriptions generated by ChatGPT for missing entries (as explained in Step 2 and Step 3).

Intrastat code	Master Title SV	PIE Category SV	Product Type	Brand	Series	Master Variant Name SV	Master Description SV	Approved for sales	GTIN	MPN
9405209900	Salma Bordslampa	Övrig inomhusbelysning	Variant		Salma	Svart	Skapa en mysig atmosfär i ditt hem med Salma bordslampa. Dess eleganta design och svarta trämaterial ger en modern touch till vilket rum som helst. Med en bredd på 15 cm, höjd på 39 cm och längd på 15 cm är denna lampa perfekt för att placeras på en sängbord, fika, soffa eller i ett annat rum. Den ger en god ljus och komfort vilket gör den till en perfekt tillägg till ditt inredning. En avsevärt ljusstarkt. En belysning som kommer att komplettera vilket rum som helst.	TRUE	5907687433693	33693
9404100000	Salma Bäddmadrass Polyeter 180x200x3	Bäddmadrass	Variant	Bedly	Salma	Vit	Denna eleganta pendellampa är det perfekta tillägget till ditt hem. Tillverkad av trä och med en vit färg, har denna taklampa en tidlös stil som passar in i alla rum. Med en bredd på 5 cm och en höjd på 84 cm blir den en elegant belysningslösning för ditt hem.	TRUE		CZNO5566
9404100000	Salma Bäddmadrass Polyeter 120x200x3	Bäddmadrass	Variant	Bedly	Salma	Vit	Denna eleganta pendellampa är det perfekta tillägget till ditt hem. Tillverkad av trä och med en vit färg, har denna taklampa en tidlös stil som passar in i alla rum. Med en bredd på 5 cm och en höjd på 84 cm blir den en elegant belysningslösning för ditt hem.	TRUE		CZNO5563
9405109800	Salma Taklampa ZL	Pendellampor & hänglampor	Variant			Vit	Skapa en modern och stilfull atmosfär i ditt hem med Salma pendellampa. Denna taklampa är tillverkad av trä i en snygg svart färg som kommer att komplettera vilket rum som helst.	TRUE	5907687433723	33723
9405109800	Salma Taklampa ZL	Pendellampor & hänglampor	Variant			Svart	Skapa en modern och stilfull atmosfär i ditt hem med Salma pendellampa. Denna taklampa är tillverkad av trä i en snygg svart färg som kommer att komplettera vilket rum som helst.	TRUE	5907687433662	33662

Thank you for your attention!

Let's discuss how we can help you achieve similar results for your business.

Contact Forbytes