

# TAKING TRU BLU ONLINE: SUPPLYING ACCURATE, COMPLIANT PRODUCT DATA FOR THE COLES ONLINE MARKETPLACE

When Tru Blu Beverages received a request from Coles to supply product information for the Coles online marketplace, they reached out to Bizcaps – a business partner for more than a decade – to assist with this significant operation.



## ACCURATE DATA FOR A QUALITY ONLINE EXPERIENCE

To fulfil the request from Coles, Tru Blu needed to provide enriched product data, involving nutritional and allergen information for over 200 food code elements per product. These data elements needed to be accurate and in line with the product label image to meet Coles' online platform requirements.

Once the product data had been uploaded, Tru Blu would require ongoing content support services to maintain their product content and ensure both product data and logistics information remained complete, correct and up to date.

Adding a sense of urgency midway through the project was the impact of COVID-19, which saw an exponential shift towards online purchasing. As a result, a further need emerged to ensure online shoppers received quality product information and assurance of product availability that would replicate the in-store experience as closely as possible.

## AN OUTSOURCED SOLUTION FOR END-TO-END ONLINE CONTENT SUPPORT

With expertise in online content management and NPC/GDSN publishing, Bizcaps knew how to facilitate a streamlined and simplified solution that would provide end to end support for Tru Blu's online content needs.

According to Harris Spyrou, Marketing Manager at Tru Blu Beverages, "when the request first came through from Coles, I was unsure how we were going to address the requirements and get all the information uploaded. When I spoke to Bizcaps, they knew exactly what we needed and were already familiar with the systems and platforms involved."

## THE BENEFITS OF BIZCAPS' ONLINE CONTENT SUPPORT (OCS)

### Accurate, current and compliant product data

Bizcaps worked with Tru Blu to successfully prepare and deliver all required product information for the Coles online platform, enabling them to fulfil all requests and make their product range available for retail via this digital channel.

The Online Content Support (OCS) service involved checking all product data for accuracy and compliance prior to being uploaded, ensuring every piece of information was correct, current and adhered to the requirements of the Coles online marketplace.

### Up-to-date logistics information

To avoid some of the common customer pain points associated with online retail – such as discontinued products appearing online or delivery timeframes not being met – Bizcaps worked with Tru Blu and other external parties to ensure logistics information for all products remained up to date at every stage.

### Client advocacy in third party liaisons

The Bizcaps team liaised with third party providers in various ways to ensure all platform specifications were met. Bizcaps' end-to-end support removed the need for Tru Blu to liaise with manage multiple organisations, including GS1, technical teams and trading partners. By advocating for Tru Blu in these external discussions, Bizcaps helped to facilitate a smooth and efficient process throughout.

### Less time allocated to product data management

By outsourcing their product data and digital content maintenance using Bizcap's Online Content Support (OCS) service, Tru Blu was able to free up valuable time and internal resources, which could then be allocated to other tasks and projects.

### A single service provider

For Tru Blu Marketing Manager Harris Spyrou, it was decisive to have a "single service provider for all Tru Blu Beverages' needs". Bizcaps' expertise in product data management meant the team knew exactly what was needed for all trading partners in order to meet all data requirements, allowing seamless delivery of product information in the format requested by each partner.

### End-to-end best practice for NPIS

With both in-store and online retail involving many time-bound moving parts, Bizcaps also took care to ensure best practice was established for all New Product Introduction (NPI) processes.

Through the provision of detailed guidance and checklists, new category managers are now equipped with clear process guidelines to maintain consistency for all new products in the future and meet product launch dates.

### Paving the way for subsequent trading partnerships

After successfully fulfilling Coles' online marketplace requests, Tru Blu was in a strong position to meet the product data requirements of other online retailers and marketplaces.

Therefore when the company received a request from Woolworths to supply a new range of products for in-store and online retail. Tru Blu was easily able to fulfil the requirements of the Woolworths online platform and Partner Hub portal.

## ABOUT TRU BLU BEVERAGES

Tru Blu Beverages is a 100% Australian-owned manufacturer and distributor of non-alcoholic and non-dairy beverages, producing one in six of all beverages purchased by Australian consumers.

Tru Blu employs 400 people across its state-of-the-art factories, with offices in every major capital city and a range of manufacturing and distribution facilities across Australia.

*"When the request first came through from Coles, I was unsure how we were going to address the requirements and get all the information uploaded. When I spoke to Bizcaps, they knew exactly what we needed and were already familiar with the systems and platforms involved."*

**Harris Spyrou**

Marketing Manager, Tru Blu Beverages

For more information please call  
**+61 2 9252 7533**

[www.bizcaps.com](http://www.bizcaps.com)

Sydney P +61 2 9252 7533  
Melbourne P +61 3 9685 7519

[sales@bizcaps.com](mailto:sales@bizcaps.com)

