



Sitation's RoughDraftPro Leads to 90% Time Decrease in Content Creation Process

A CASE STUDY WITH

RoughDraft *pro* +  **sitation**





ABOUT BIA CORDON BLEU

BIA Cordon Bleu specializes in high-quality ceramics and kitchenware. Established more than six decades ago, BIA has built a reputation for combining classic design with functionality, catering to both professional chefs and home cooks.

Their product range includes a variety of tableware, bakeware, and kitchen accessories, all crafted with meticulous attention to detail and durability. BIA Cordon Bleu's commitment to excellence is evident in their timeless pieces that seamlessly blend tradition with contemporary aesthetics.

Their ceramics are not only visually appealing but also practical, designed to withstand the rigors of everyday use. As a trusted name in the kitchenware industry, BIA Cordon Bleu continues to inspire culinary creativity and elevate dining experiences around the world.

BIA Cordon Bleu Tries New GenAI Tool to Streamline Their Product Content Creation Process

After seeing the newly released RoughDraftPro on a Salsify webinar, Director of Operations, Andy Baughman, believed the tool could make a big difference for the small, cross-functional team at BIA Cordon Bleu.

"With RoughDraftPro being able to integrate with Salsify directly, pull the data, and then then using AI to generate that content, it seemed like we could really streamline the process." shared Baughman.

With no dedicated marketing staff, creating content had become a struggle for the volume and quality needed.

CHALLENGES

- Time-consuming, manual content creation process
- A lack of dedicated content creation department
- Undefined brand voice and tone

GOALS

- Identify and solidify company brand voice
- Integrate a generative AI content creation tool with Salsify to streamline product descriptions
- Decrease manual content creation labor time
- Reduce time-to-market for online products
- Keep content consistent across collections



“Instead of giving someone the overwhelming task of creating copy for 450 products, RoughDraftPro gives them somewhere to start, helping us get more products online quicker.”

APPROACH

- White glove workshop process to develop ideal product content
- Define structure, tone, and voice preferences
- Identify Salsify categories used to create content
- Implement Salsify workflow integration to allow for seamless in-platform content creation with RoughDraftPro



Andy Baughman

Director of Operations
BIA Cordon Bleu

By creating custom prompt models and workshopping sample product content, BIA Cordon Bleu was able to develop a consistent brand tone and voice that could be used throughout the company.

Defining this critical identity has eased the process of maintaining consistency across collections and retailers by eliminating the time and tone gaps that stem from descriptions written by different team members.



RESULTS

- **93% time decrease** in content creation process
- Clear and defined voice, tone, and brand identity
- **75-85% usable drafts** as content starting point
- **Simplified process** with less siloed and individualized content creation
- Product **content driven directly from Salsify data and easily returned to Salsify for syndication**

CONCLUSION

As one of RoughDraftPro's inaugural users, BIA Cordon Bleu has found great success in the first year of use. With a 93% time reduction in content creation, the nimble team is experiencing the value of beginning with 75-85% complete content drafts.

"RoughDraftPro is enabling us to make tremendous headway in terms of achieving our goal of getting content caught up to reflect everything we've currently developed." shared Baughman. "As we look towards the future and develop new products, we can utilize the tool and workflow to stay ahead of that curve and then be able to generate more specialized content."

Contact us today to learn how Sitation can support your content creation process with RoughDraftPro.

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ABOUT SITATION

Founded in 2001, Sitation has quickly become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf.

We're proud to partner with Akeneo, Jasper, Salsify, Stibo Systems, and Syndigo, offering best-in-class service and certified solution consultants to customers across the Automotive, B2B, Brand, Beverage & Alcohol, Furniture, Grocery, Hi-tech, and Retail verticals.

Some of the most recognized brands in the market, including Welch's, Campbells, Hallmark, Bic, Staples, and Bush Brothers & Company trust us to support their merchandising initiatives.



Product Information Management (PIM) | Master Data Management (MDM) | Artificial Intelligence (AI)