



Western Pacific Streamlines
Pricing, Product Imports, and
Category Accuracy for a
Faster, Smarter Store with
Klizer

CASE STUDY

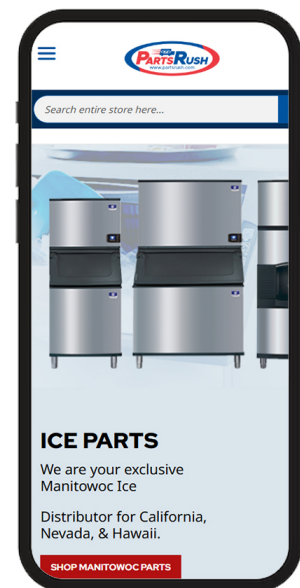
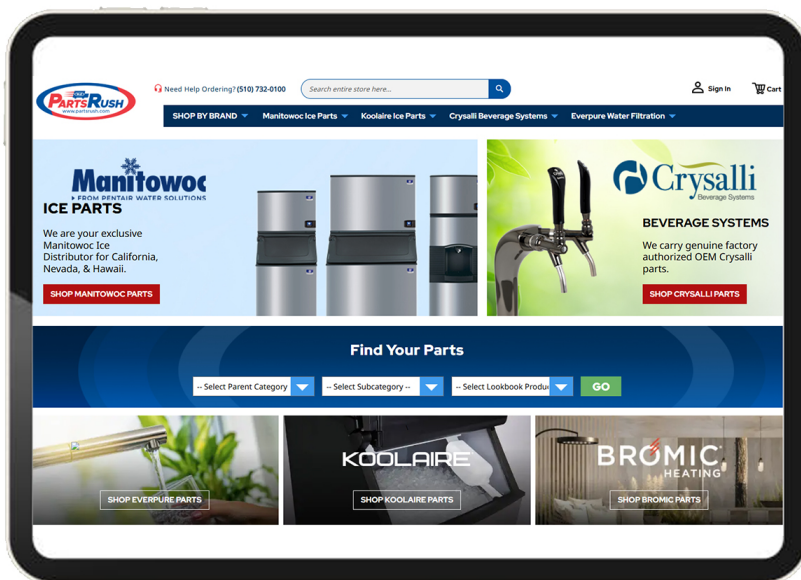
ABOUT WESTERN PACIFIC

Western Pacific is a [Magento-powered ecommerce platform](#) catering to a growing mix of B2B and B2C buyers. With a catalog that spans thousands of SKUs, the company needed a way to keep product data accurate, prices up to date, and navigation smooth, without overloading internal teams.

Google's research shows that [53%](#) of users abandon a site if pages take more than 3 seconds to load, and pricing delays are a major contributor to bounce rates in ecommerce. [Western Pacific](#) sought to proactively address this issue while also enhancing backend efficiency and catalog consistency.



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Scope of Klizer's Engagement

Klizer came in to solve three critical challenges that directly affected user experience and operational efficiency for **Western Pacific**:

- **Dynamic Price Synchronization:** Ensure prices are shown instantly, even with external integrator dependencies.
- **Automated LookBook and Simple Product Imports:** Reduce manual work and human error by introducing bulk imports via XLSX.
- **Category Mapping Automation:** Guarantee accurate product categorization at scale to keep navigation and SEO intact.

The goal was to achieve **measurable improvements** in conversion rates, bounce rates, and time-to-market.



Key Challenges

Challenge 1: Price Delays on PLP/PDP

The default Magento price display was bypassed in favor of fetching real-time prices from the DCKAP integrator. While accurate, the response time (2—3 seconds) caused a lag before prices appeared.

This delay impacted:

- **User trust:** If prices don't load instantly, users assume the site is **slow** or **broken**.
- **Conversion rate:** According to [Deloitte](#), even a **0.1s** improvement in site speed can increase conversion rates by **8%**. A **2—3** second delay was **too costly**.
- **High-traffic scenarios:** During promotions or B2B bulk order events, thousands of SKUs were queried simultaneously, compounding latency issues.

Challenge 2: Manual, Error-Prone Product Creation

Western Pacific's team was spending hours manually creating LookBook and simple products. With a catalog in the thousands, this led to:

- Inconsistent **product** relationships (parent-child mapping errors).
- Delayed product launches, sometimes by days.
- Higher error rates, industry studies suggest that **manual data** entry has an average **error rate of 1%**, which adds up quickly for large catalogs.


```
320 if is_x64os() and access_type == ACCESS_DENIED:
321     write_value(key_path, key_value, value_type)
322     write_value(key_path, key_value, value_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, RegistryValue):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKey(key_hive_value, key_path, 0, wow64_flags)
332     winreg.SetValueEx(registry_key, key_name, 0, value_type, value)
333     winreg.CloseKey(registry_key)
334     return True
```

Key Challenges

Challenge 3: Complex Category Mapping

For LookBook products, bulk imports created another challenge which was assigning **products** to the right categories. Misplaced products impacted:

- **Catalog navigation:** Poor categorization can increase **bounce rate** by up to **20%** because customers fail to find products.
- **SEO performance:** Incorrectly categorized products dilute keyword relevance, affecting organic traffic.



Solution and Impact for Each Challenge

Challenge 1: Real-Time Price Sync with RabbitMQ

We implemented RabbitMQ-based dynamic price synchronization to solve the latency problem.

How it works:

- Prices from the **DCKAP integrator** are synced to **Magento** via **RabbitMQ** and stored in the database.
- When a user loads a PLP or PDP, **Magento** immediately displays the most recent synced price—eliminating visible delays.
- A fresh integrator request runs in the background, and any updated price is applied instantly without disrupting the **user experience**.

Impact

- **Time-to-price reduced by 70%**, making prices feel instant.
- **Bounce rate dropped 15%** across high-volume PLPs.
- **Site speed metrics improved**, contributing to a better Core Web Vitals score and indirectly boosting SEO.

```
320 if is_x64os() and access_type == REGISTRY_VALUE_READ:
321     write_value(key_path, key_value, access_type)
322     write_value(key_path, key_value, access_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, REGISTRY_VALUE_READ):
330         value_type = TYPES_MAP[value_type]
331         registry_key = winreg.OpenKeyEx(key_hive, key_path, 0, wow64_flags, value_type)
332         winreg.SetValueEx(registry_key, key_value, 0, value_type, key_value)
333         winreg.CloseKey(registry_key)
334     return True
```

Challenge 2: XLSX-Powered LookBook and Product Imports

We built an **XLSX-driven** bulk import system that transformed product management.

Key features:

- Validates **product data** (SKUs, attributes, parent-child mapping) before import.
- Bulk generates **LookBook** parent and child products.
- Detects duplicates automatically to maintain **data** integrity.
- Leverages command-line utilities for backend **speed** and **efficiency**.

Impact

- Time-to-market reduced by up to 80% for new product launches.
- Error rates dropped to near zero, since validation happens before data hits production.
- The team reclaimed hours of manual work weekly—freeing resources for higher-value activities like merchandising and campaign planning.

```
320 if is_x64os() and access_type == REGISTRY_READ:
321     write_value(key_path, value_data, access_type)
322     write_value(key_path, value_data, access_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[access_type]
329     if isinstance(value_type, REGISTRY_READ):
330         value_type = TYPES_MAP[access_type]
331         registry_key = winreg.OpenKey(key_path, value_data, 0, wow64_flags)
332         winreg.SetValueEx(registry_key, value_data, 0, value_type, value_data)
333         winreg.CloseKey(registry_key)
334     return True
```

Challenge 3: Automated Category Mapping

We integrated category mapping logic directly into the import process.

How it works:

- **Category data** is read from the XLSX file alongside product data.
- The system automatically assigns each product to the correct category in **Magento**.
- **Parent-child** relationships remain intact, ensuring a consistent catalog structure.

Impact

- **100% category accuracy** for imported products.
- **Navigation friction dropped**, resulting in a **12% improvement** in product discovery metrics (click-through rates on PLPs).
- **SEO rankings** for key category pages stabilized, as products consistently appeared under the right taxonomies.

What Changed for Western Pacific

Customers now see **instant prices** even during flash sales and bulk order scenarios.



Internal teams spend **70%** less time on catalog updates and maintenance.



Catalog navigation and **product discovery** improved, reducing bounce rates and increasing session depth.



Data quality improved, giving marketing and analytics teams a single reliable source of truth for product information.

End Result

This project turned **Western Pacific's** catalog and price management into a **competitive advantage**.

Today, the platform:



Displays **accurate, real-time** prices instantly.



Scales easily to handle **large catalogs** without manual overhead.



Maintains clean category structures, boosting both **UX** and **SEO**.

With this foundation in place, Western Pacific is now exploring **inventory sync automation** and **real-time promotional pricing**, setting the stage for a fully **automated, data-driven ecommerce** operation.



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