Product Image Editing and Retouching for an Ecommerce Portal in Chile

Client Overview

Company   :   Ecommerce Portal
Location   :   Chile
Industry   :   Online Retail

The Objective:

Enhance product images for an ecommerce portal for effective marketing campaigns and create a strong brand value.

The Challenges:

- Removing small yet visible dirt particles and certain objects laying in the background and replacing it with solid white backdrop.
- Moreover, with some images removing foot shadows also posed a challenge.
- Light fly away removal, wherever required.
- Any apparel should be free of excess wrinkles and the sides should be smoothened.

The Solution:

Optimize the quality of image by removing/replacing background, along with eliminating minute and fine details from the product photo.

The Solution:

- Raw images were uploaded on server, each of these images were then stored on our system with appropriate nomenclature to avoid confusions.
- A team of image editors worked dedicatedly round the clock to ensure qualitative deliverables within the decided deadline.
- We applied clipping path and image masking solutions to ensure the image has a smooth edge.
- Moreover, each photo editor was assigned a specific task, i.e. some worked dedicatedly on removing/replacing background, while others work on masking fine details like light hair, wrinkles, creases, stains, etc.
- We follow a stringent multi-layered quality check process, and renaming images was only done in case if it was required.
- Upon completion, the enhanced images were dispatched to the client, using FTP server.

Benefits:

- High-definition and clear images enhanced the appeal of products driving the sales.
- Color and poor lighting corrections and removal of distracting surfaces allowed the users to get a clear view of the product, thus boosting the brand.
- The images were not merged, published or distributed anywhere to ensure complete data security.
- Quick & efficient deliverables, saved time & cost of hiring additional resources.

About Hi-Tech BPO Services

They specialize in delivering backend solutions to Medical practitioners & Health care professionals in a qualitative & time bound manner across the globe. Be it specialized or general; their experts are skilled to perform tasks related to UB-04 (CMS 1450), HCFA Form 1490s (Patient's Request for Medical Payment), CMS 1500 (Health Insurance Claim Form), ADA Dental Claim Forms, conveniently. All their projects get audited by Quality Assurance team & then provided to clients with real time status reports. Their consistent efforts at building long-term relationships with clients, backed by commitment to deliver on-time and qualitative services, have been pivotal to the consistent growth above market standards.

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