

Generative AI inside the PIM: product content at scale

A production AI content feature with human review and measurable productivity gains.

Pimcore

OpenAI / Claude

per-field product-content generation

human review before every save

admin-configurable field prompts

CONTEXT

Catalogue volume had outgrown manual product-content creation.

A client's product catalogue needed meta descriptions and field content at a volume the merchandising team could not write by hand.

CHALLENGE

AI had to save time without publishing unverified answers.

Put generative AI where it earns its keep, behind the glass, with human review, rather than on the storefront where a wrong answer costs a customer.

WHAT I DID

Human review and configurable prompts made generation governable.

Scoped and delivered an AI content-generation feature inside Pimcore with per-field generate buttons, a review pop-up before save, admin-configurable field and prompt lists and strict character-limit enforcement; ran the model selection between OpenAI and Claude with the client; measured AI-assisted productivity with an estimated-vs-actual hours analysis across the team.

OUTCOME

The production feature made AI-assisted effort measurable.

Production feature in the client's PIM; a defensible measure of where AI saves hours and where it does not.

WHAT IT TAUGHT ME

Put AI where a wrong answer costs a forecast miss, not a customer.

Put AI where a wrong answer costs a forecast miss, not where it costs a customer.



Aloka K

Delivery & P&L leader · Digital commerce & AI

PROGRAMME TIMELINE

01 Use-case scoping

02 Model selection

03 Pimcore build

04 Human review

05 Productivity study

CONTACT

hello@alokakiran.com

+91 96065 74521

linkedin.com/in/alokakiran

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