

Ribeiro

RETAIL SHOWCASE

Industry/Sector:

Household Items and Electronics

Geography/Location:

Argentina

Stores:

69

Website:

www.ribeiro.com.ar



Dan Attie, Chief Commercial Officer of Ribeiro, discusses its use of Oracle ATG Web Commerce to successfully and rapidly expand their market share and business footprint.



Dan Attie,
Vice President
of Sales and
Marketing,
Ribeiro

“We believe, by the end of the year, our virtual sales store will be our largest store.”

mi ni cuo tas
RIBEIRO

Minicuotas Ribeiro Goes “Big” Online with ATG Web Commerce

Argentine household and electronics retailer Ribeiro took the e-commerce market by storm, growing sales by more than 600 percent in the first quarter of 2013 after launching a new commerce platform using Oracle ATG Web Commerce. Longer term, Ribeiro expects the new commerce platform to help maximize growth in a country that has seen e-commerce grow 530 percent between 2007 and 2012.

It was that rapid growth opportunity that motivated Ribeiro to drive an aggressive implementation schedule. Within just five months of starting the e-commerce overhaul with Oracle, the retailer had its new e-commerce platform in place, personalizing the multi-channel customer experience, promoting targeted offers, prioritizing search results and integrating online interactions with the customer service center.

“The potential for us is huge and this market is really growing,” said Dan Attie, Vice President of Sales and Marketing, Ribeiro. “We believe, by the end of the year, our virtual sales store will be our largest store.”

Ribeiro Establishes “World Class” E-Commerce

Known within Argentina as Minicuotas Ribeiro (the first word translating to “mini-installments”), the third-generation family business began in 1910 with jewelry and watches. Allowing customers to finance purchases through credit and layaway has been a backbone of company growth; 70 percent of the store’s sales are financed with its own credit.

But Ribeiro leadership saw “huge potential” in an e-commerce site—even though online sales are not yet fully part of the Argentine culture—and needed a world-class solution to pull it off. The effort was specifically targeted to the Buenos Aires metropolitan area, where 35 percent of the nation’s population lives; as the company focused on expanding outward to less populated areas, its growth wasn’t matched in the capital city. It needed a way to strategically attack that market, and e-commerce was it.

It worked. Following the December 2012 e-commerce launch, 90 percent of the sales in the first quarter of 2013 were located in that district—and 85 percent were from customers new to the company.



"The results show us that we actually gained a new market with e-commerce," Attie said. And it did so without cannibalizing the clients or sales from its brick-and-mortar stores.

Ribeiro Hit the Ground Running

Ribeiro is now working toward a true omni-channel offering. Next steps include the incorporation of Oracle Endeca Experience Manager for creating and managing content-rich, cross-channel customer experiences. While ATG Web Commerce offers a complete platform enabling companies to deliver personalized buying experiences across all customer touchpoints. Mobile will receive future focus for Ribeiro, but for now, the company has its sights set on the explosive growth of the "virtual" sales. The company uses the term for both purchases made online and those made by phone after shopping online; telephone sales were only added in 2008.

BENEFITS

- Enabled an e-commerce site to reach the target market of Buenos Aires
- Maximizes long-term growth
- Increased scalability for the future

SOLUTIONS

- Oracle ATG Web Commerce
- Oracle Endeca Experience Manager



Visit the RACK, Oracle's Retail Asset and Community Knowledge Portal, to view more retail showcases, videos, white papers and more.

CUSTOMERS WHO LIKED THIS SHOWCASE ALSO VIEWED:



- Find out how Red Cross broke online transaction records during Hurricane Sandy, with 100% uptime, and is "more prepared than ever" for rapid surges in activity that mirror Black Friday's.



- Falabella shares how they cater to their "promotion-crazy" customers using e-commerce.



- Strengthening the Core of Retailing: 10 Tips for Success eBook—Tip #1: Web Commerce: Create a Customer Experience Platform



- Retail TouchPoints TV—Jill Campbell, Oracle Retail, Discusses Commerce Anywhere



Oracle | i | lopi | i | lp protect the envi

Copyright © 2013, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

ORACLE®