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personalized experience

Intelligent Search

Powered by Oracle Commerce, Amplifi and Rackspace

Showcase Brands

Stage Stores Boosts Online Capacity and Customer Service Capabilities

After doubling its e-commerce traffic in 2012, the following year Stage Stores launched an aggressive six-month upgrade to bring an enterprise-class commerce platform on-line in time for the holiday season to deal with growth and increased customer service expectations.

"One reason we chose Oracle was because of our tight timeline to prepare for the holidays," said Stage Stores Executive Vice President and Chief Information Officer Steven Hunter, adding that Oracle was one of the few solution providers willing to meet the deadline with an implementation commitment from partners Amplifi and Rackspace.

Why the rush? Growth had already slowed the retailer's legacy platform and even a small increase in customer volume could have overwhelmed it. What's more, Stage Stores was anxious to move toward offering 100,000-plus items on the website, up from the 20,000 items available in 2012.

As it turned out, year-over-year volume jumped 70% for the holiday season and Stage Stores improved sales by almost 40% due to the growth of online shopping enabled by the Oracle Commerce platform offering enhanced search, personalization and scalability.

"Our traffic increase was expected, and we can't necessarily attribute that growth to the new platform," said Hunter. "But we certainly can give the new platform credit for the experience our shoppers had when they came to us."

Stage Stores, which operates under banners including Bealls, Goody's, Palais Royal, Peebles, and Stage, also gained powerful guided search, recommendation and personalization functionality with its new Oracle Commerce-powered platform.

"Oracle Commerce gives us the ability to bring more exciting products and promotional offers to our customers," said Hunter. "I've been involved in the deployment of several e-commerce platforms. The Oracle Commerce implementation was less than six months in core project time. This was a quick implementation and one of the smoothest."

Improving Search and Personalizing Promotions

The new platform improves online service and also ties it more closely to an already positive brick-and-mortar customer experience. Highlights:

• The new platform enables Stage Stores to personalize the site for specific customers as they enter. Using customer profiles, the retailer can tailor the home page to cater to the user's demographic data, brand preferences and purchase histories.

• Oracle Endeca Search learns which items are most requested by specific customers, so product searches that previously required five clicks are achieved in one to three.

ORACLE
RETAIL

Industry/Sector:
Department Store

Geography/Locations:
40 U.S. states

Stores:
888

Website:
www.stagestores.com

STAGE STORES

"We credit Oracle Commerce for our improved customer experience."

- Steven Hunter, Executive Vice President and Chief Information Officer, Stage Stores

amplifi   rackspace
the open cloud company

KEY PARTNERS

ORACLE

- Oracle Commerce allows Stage Stores to recognize when a site visitor is one of their most loyal customers who carry its private label credit card and offer them incentives such as free shipping.

- Military and "Club 50" senior discounts, previously only available in brick-and-mortar stores, are now available online.

- Enterprise-level inventory visibility is facilitating "any-channel" fulfillment. Stores have access to the e-commerce site, enabling associates to fulfill requests for merchandise that's not in-stock in stores and have it shipped directly to customers' homes.

- Pricing is now the same online and in stores.

The Oracle Commerce platform also helped move Stage Stores closer to its long-term goals. The retailer boosted available online inventory from 20,000 SKUs in 2012 to 40,000 for the 2013 holiday season, and plans to reach 100,000 by 2015. In addition, the company has forecast a 40% sales volume increase for 2014, based on an expanded assortment along with growing traffic fueled by a combination of paid and organic search, plus affiliate marketing. Next, Stage Stores plans to integrate a multi-tender loyalty program that awards points accumulated through online and brick-and-mortar purchases.

BEALLS GOODY'S PALAIS ROYAL Peebles STAGE

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