Riachuelo resolves systemic bugs for a seamless checkout process with FullStory

CUSTOMER STORY
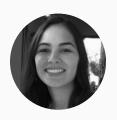
RIACHUELO

With over 300 storefronts and 40,000 employees, Riachuelo is one of the largest fashion retailers in Brazil. Since its founding in 1947, Riachuelo has been focused on providing its customers easy access to fashion while maintaining quality and fair value. As the retail space evolves, Riachuelo is on a mission to continue creating excellent customer experiences both in stores and on its ecommerce site. To that end, Riachuelo relies on FullStory to identify website bugs, improve navigation, and better understand customer behavior.

" FullStory has exceeded our expectations by far. The implementation was smooth, their team is great to work with, and the platform provides digital experience insights that we couldn't find with any other tools. With FullStory, we can make decisions and solve site issues quickly and confidently, which has been critical to customer satisfaction."

—
Camila Pinto
Web Analytics Manager
Lojas Riachuelo

Riachuelo finds valuable customer behavior insights with DXI

Identify systemic bugs negatively impacting customer experience

Through FullStory insights like Funnels, the Riachuelo team realized that their website's checkout process was "riddled with bugs," according to Riachuelo Product Manager Camila Alvez, which were leading to high rates of abandoned shopping carts. Additionally, they discovered that the layout of their checkout page was causing confusion for shoppers—another strike against their conversion rates. After identifying these issues with FullStory, Riachuelo has been able to prioritize fixes to create an easy-to-use checkout process for their shoppers.

Use Dashboards to for greater agility in analyzing and understand customer behavior

The Riachuelo team knew that they needed to find ways to create better alignment around data and digital experience goals. To achieve this, they created Dashboards in FullStory to monitor events like cart abandonments, checkout code errors, number of pages viewed per session, and other useful metrics. With FullStory in place to make these insights available across teams, Riachuelo has been able to align on priorities and improve conversion rates.

Gain more action-ready insights than with other digital experience tools

When they decided to leave their previous DX analysis tool for FullStory's Digital Experience Intelligence solution, they found that FullStory provided the greatest visibility into the site experience through advanced features like Dashboards, Funnels, Journeys, and more. The Riachuelo team says that the support they received from FullStory throughout the implementation process made them—and their Board of Directors—confident they had made an excellent investment.

RESULTS

42%
Percent of shoppers affected by an error message detected with FullStory

5%
Percent of shoppers who received "Product Not Available" message, a metric now monitored by FullStory

4%
Percent of shoppers who encountered an "Unable to Process Order" error, discovered with FullStory

fullstory