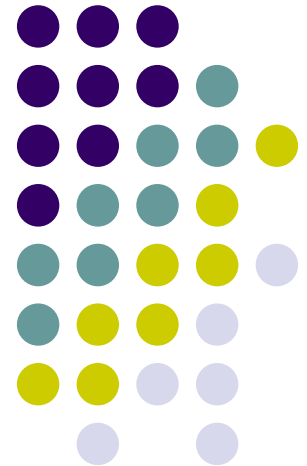


# Case Study: CorreiosNet Shopping

*The Brazilian Post e-commerce portal*

Antonio Braquehais  
braquehais@correios.com.br  
Head of Internet Business Department



# Agenda

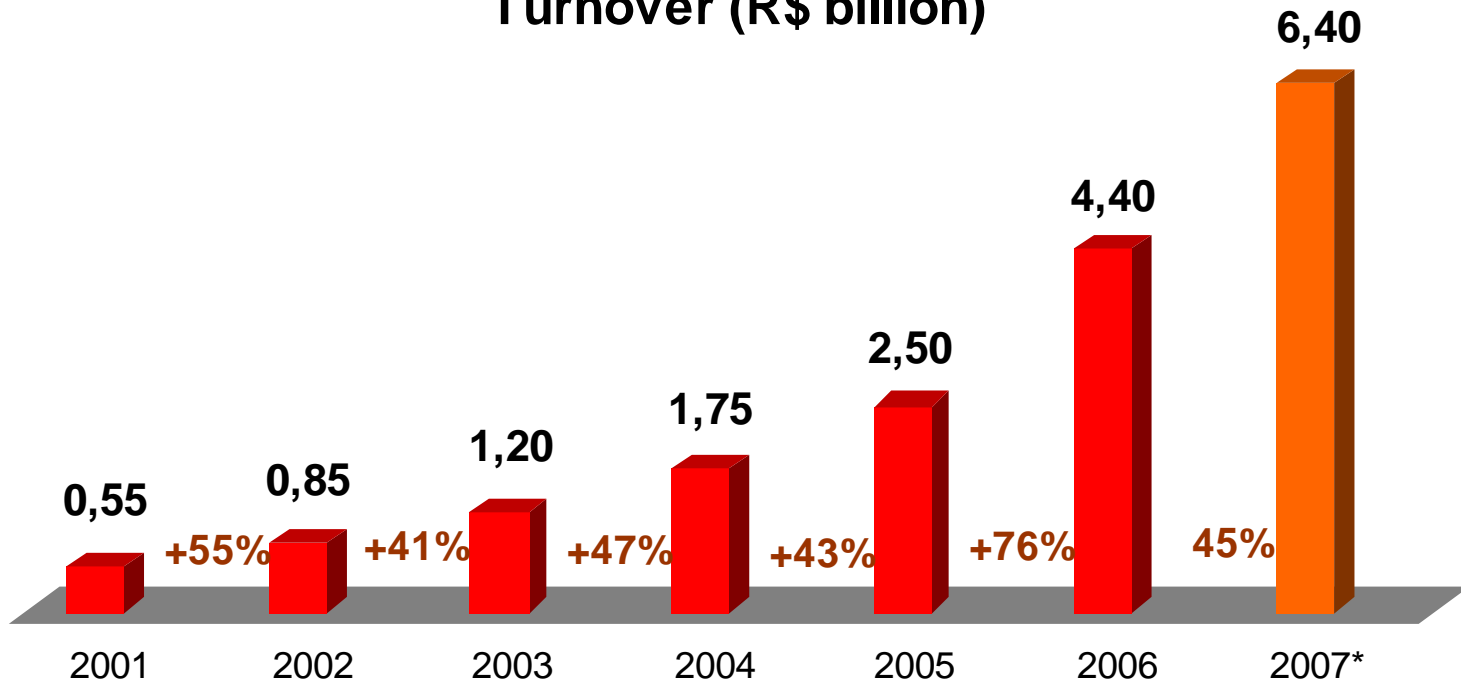


- **eCommerce in Brazil**
- **Case Study Description**
- **CorreiosNet Shopping**
- **Lessons Learnt**
- **Recommendations**

# eCommerce Turnover



## eCommerce in Brazil - Retail Turnover (R\$ billion)



**Growth 2001 – 2006 = 701%**

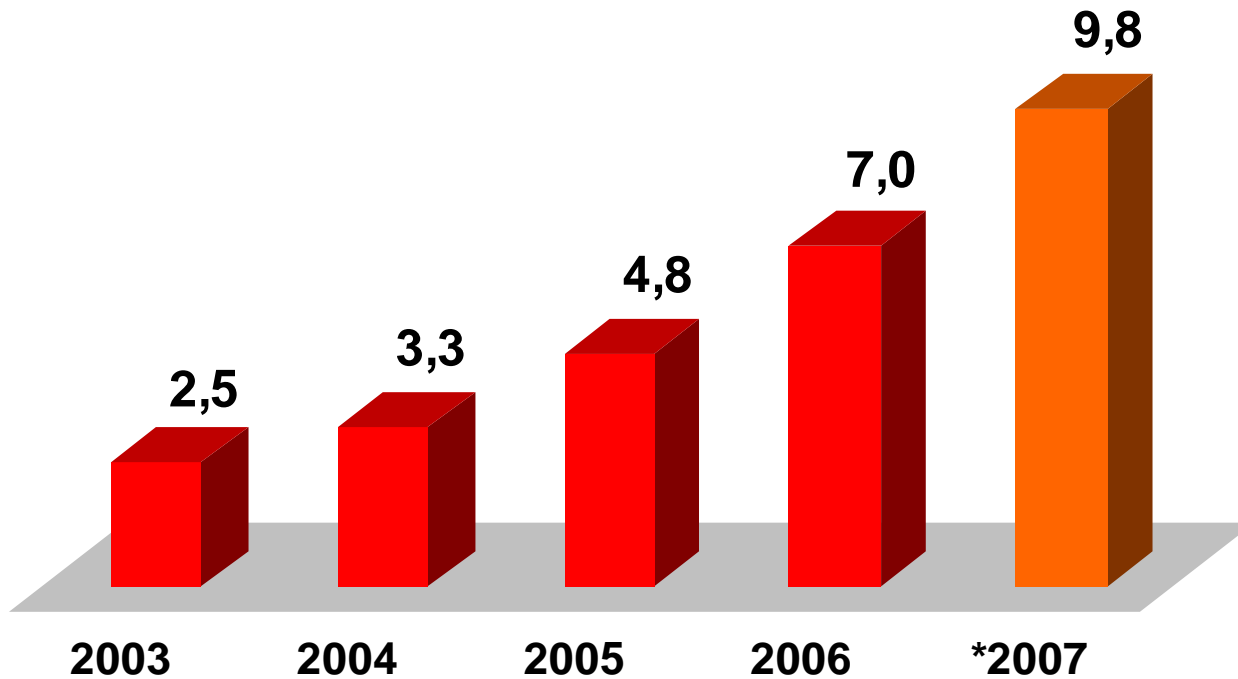
\* 2007: forecast

**Source: e-Bit – Feb 2007**

# Virtual Consumers



**eCommerce in Brazil**  
**e-Consumers (millions of users)**



**33 million  
Internet  
users**

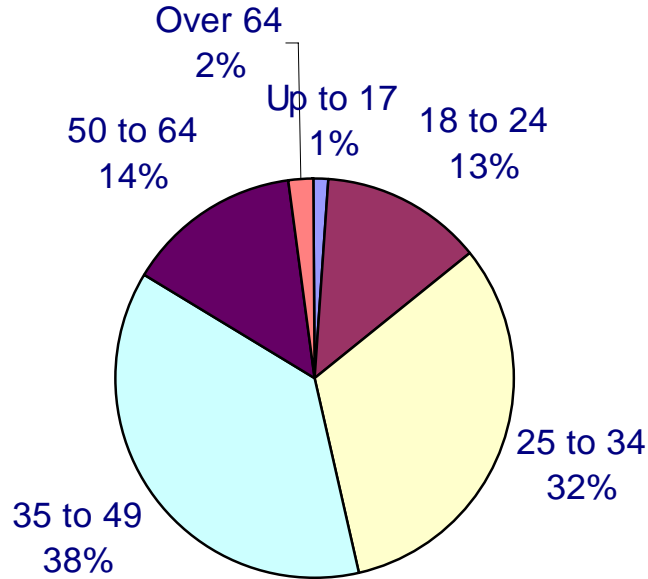
\* 2007: forecast

**Source: e-Bit – Feb 2007**

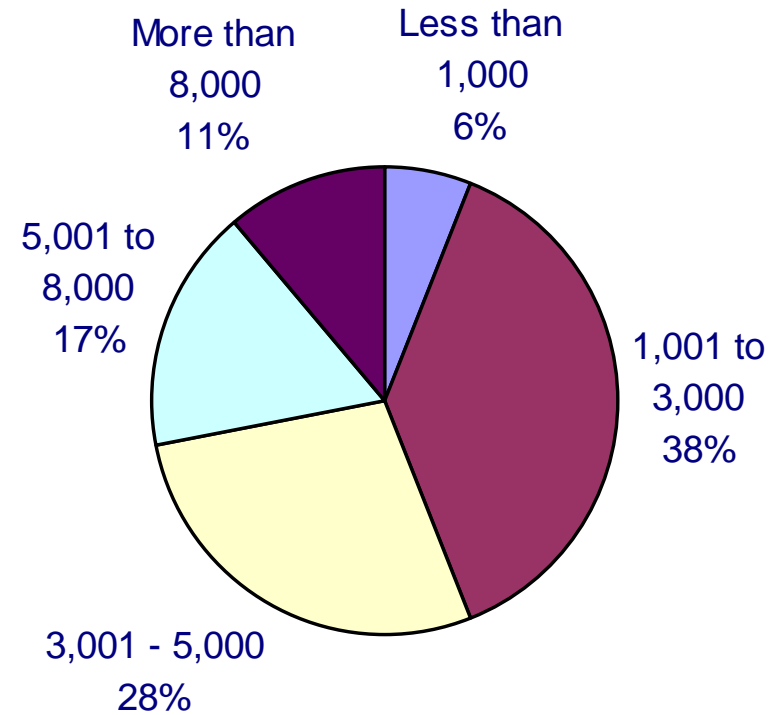
# Consumer Profile



## Age



## Family income

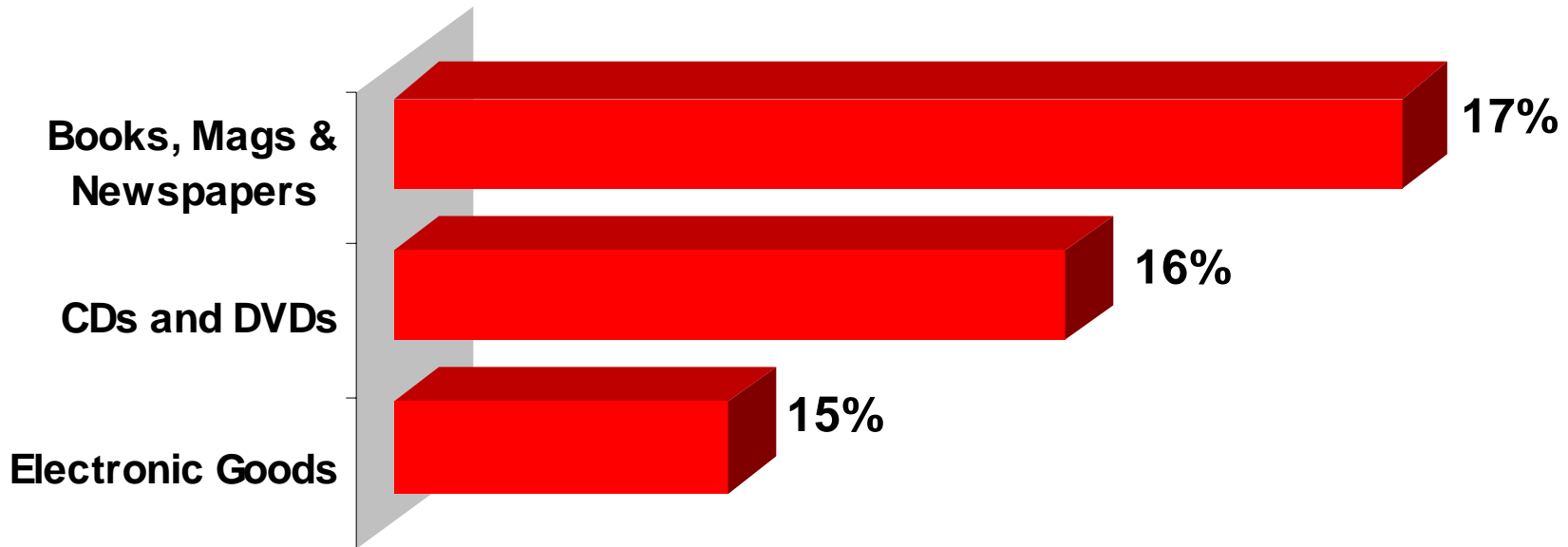


Source: e-Bit – Feb 2006

# Best-selling Products



## eCommerce in Brazil Best Selling Products - 2006



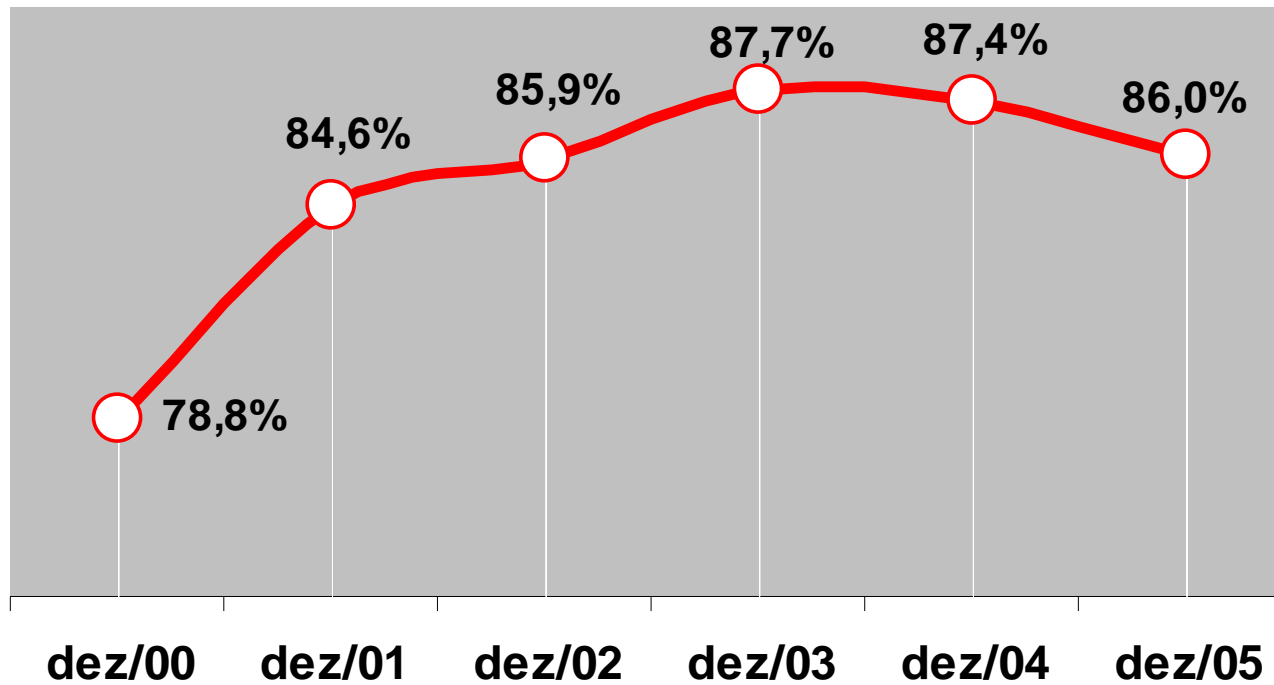
Average Ticket  
R\$ 296.00 ~ US\$ 140

Source: e-Bit – Feb 2007

# Consumer Satisfaction



## eCommerce in Brazil Consumer satisfaction index



- The surfing experience – usability and performance
- Service
- After Sales – packaging and delivery time

Source: e-Bit – Feb 2007

# Agenda



- eCommerce in Brazil
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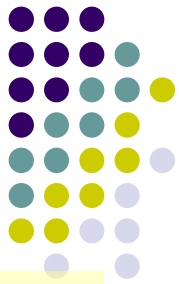
# Case Study Description



**CorreiosNet Shopping is an eCommerce platform used by the Brazilian Post and its customers to sell products and services via the Internet. It operates in three areas**



# CorreiosNet Shopping



Sale of third party products

Sale of own products

Order collecting shops

Hosting of shops

Product catalog

Shopping trolley

Methods of payment

Methods of delivery



10 Pecados Mortais do Marketing: Causas, Sintomas e Soluções, Os

Preço: R\$ 31,90



- Boleto Bancário - Banco do Brasil
- Cartão de Crédito - Visanet
- Cartão de Crédito - MasterCard
- Cartão de Crédito - American Express
- Cartão de Crédito - Diners
- Pagamento Fácil - Bradesco



# Agenda



- eCommerce in Brazil
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- **CorreiosNet Shopping**
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# CorreiosNet Shopping



- **Sale of third party products**
  - CorreiosNet Shopping hosts around 500 virtual shops
- **Sale of own products**
  - Correios OnLine is the Brazilian Post's virtual shop with over 300 products and 4 services available
- **Order collecting shops**
  - The CorreiosLog shop is used exclusively for collecting orders through the site or the Customer Service Line (CSL), for the Integrated Logistics service

# CorreiosNet Shopping



The Brazilian Post's eCommerce solution for hosting a virtual shop and carrying out secure transactions over the Internet

The screenshot shows the CorreiosNet Shopping website interface. At the top, there is a navigation bar with links for 'COMO COMPRAR', 'MEUS PEDIDOS', 'MONTE SUA LOJA', and 'FALE CONOSCO'. Below this, there are utility links for 'MEU CADASTRO' and 'AJUDA', and a contact number 'SAC : 0800 570 0100'. The main header features the 'CORREIOSNET Shopping' logo and several promotional banners, including one for 'SUPER BREEZE CAM' (Camera 3 in 1!), a 'GRÁTIS! Curso de Photoshop!' offer, and a 'ganhe brindes e serviços exclusivos' promotion for 'MEU AMIGO Pet'. The main content area is divided into two columns: 'Procure' (Search) and 'Ofertas' (Offers). The 'Procure' column includes a search bar with the placeholder 'Palavra chave' and a 'Buscar' button, a category selection dropdown, and a 'Lojas em Destaque' (Featured Stores) section listing various partners like CORREIOS, Submarino, marisa, TECNOMANIA, compra facil.com, POLISHOP, LojaAbril.com, and ADUANEIRAS. The 'Ofertas' column displays a grid of products from different vendors: 'CDs' from mubi.com.br (CD 'Que queres tu de Mim' - R\$ 16,90), 'Filatelia' from Correios Online (Agenda Wire-o 2006 - R\$ 24,00), 'Filatelia' from Correios Online (Agenda Executiva 2006 - R\$ 23,00), 'Animais e Artigos' from Meu Amigo Pet (Coleira Anti-Latido Smart - R\$ 164,70), 'Eletrodomésticos' from Shopeleetro.com (Cafeteira Mallory - R\$ 50,47), and 'Casa e Decoração' from Velas da Vila (Luminária de parafina - R\$ 54,99). At the bottom, there is a 'publicidade' section with a 'PROMOÇÃO TORCIDA ABRIL NA ALEMANHA' banner, a 'COMPRE JÁ SUA AGENDA 2006!' banner, a 'Submarino' 'TEMPORADA DE SALDÃO 70%' banner, and an email subscription form with the text 'Receba nossas Promoções por e-mail' and an 'Enviar' button.

# CorreiosNet Shopping



- Comparison shopping tool in CorreiosNet Shopping
- E-commerce platform with two types of shops
  - Hosted shop
    - Beginning storekeepers
    - \$ 0,00/month + 3% transaction fee
  - Linked shop
    - Senior e-storekeepers
    - Remote freight calculation
    - Monthly fees
- New in 2007: Self-service hiring
  - On-line payment by credit card or e-mail invoice bill

# Virtual store hosting



## CorreiosNet Comparison Shopping

COMO COMPRAR MEUS PEDIDOS MONTE SUA LOJA FALE CONOSCO

MEU CADASTRO AJUDA

SAC: 0800 570 0100

**Procure** Busca por Produtos

Palavra chave

Veja vitrines por categoria

Lojas em Destaque

Correios Online

CDs

CD Que queres tu de Mim - Altemar Dutra **R\$ 16,90**

Agenda Wire-o 2006 - Verde Limão **R\$ 24,00**

Agenda Executiva 2006 - Verde Oliva **R\$ 23,00**

Coleira Anti-Latido Smart **R\$ 164,70**

Cafeteira Mallory - Aroma Duo **R\$ 50,47**

Luminária de parafina em berço de ferro decorado **R\$ 54,99**

COMPRA JÁ SUA AGENDA 2006!

Receba nossas Promoções por e-mail

hosted shop



## Brazilian Post eCommerce Solution

COMO COMPRAR MEUS PEDIDOS MONTE SUA LOJA

shoppeletrou.com Sua noite nunca foi tão boa!

Página inicial A loja Carrinho de compras Atendimento da loja Meu Cadastro ENTRADA GARANTIDA

Busca de Produtos

Todos

Home Theater c/ DVD Player e Karaoke Precisão - PHT 3885

Travesseiro de Genuro-Litex - Firenze **R\$ 101,00** ou ex R\$ 116,83 Sua noite nunca foi tão boa!

Travesseiro de Visco-Elastico - Florença **R\$ 115,00** ou ex R\$ 115,17 Sua noite nunca foi tão boa!

Travesseiro de Visco-Elastico - Genova **R\$ 99,00** ou ex R\$ 116,50 Sua noite nunca foi tão boa!

Travesseiro de Visco-Elastico - Venezia **R\$ 105,00** ou ex R\$ 117,50 Sua noite nunca foi tão boa!

KIT H Buster - DVD Player + Monitor 5" Fino **R\$ 1.799,00** ou ex R\$ 249,83 Excluído: Kit de DVD mais barato do Brasil.

Receba nossas Promoções por e-mail

## Virtual Internet shop

MEUS PEDIDOS MEU CADASTRO

Submarino

LIVROS | Cds | DVDs | ELETRÔNICOS | CINEFOTO | ELECTRODOMESTICOS | ELECTROPORTÁTEIS | VÍDEO | BRINQUEDOS | GAMES | INFORMÁTICA | TELEFONIA | ESPORTE/LAZER | BEBÊS | BELEZA/SAÚDE | PERFORMANCE | MODA | JOIAS/RELÓGIOS | PETS/SHOP | CAMA/MESA/ARABANÇO | INSTR. MUSICAIS | FERRAMENTAS/AUTOMOTIVO

MEU SUBMARINO Clique aqui e confira a sua página personalizada

Quarta, 15/03/2006

BUSCA: Livro

LIVRARIA UNIVERSITÁRIA FRETE GRÁTIS PARA 3 OU MAIS LIVROS COM VISA

Lojas

LIVROS

TVs de LCD e Plasma em até 12x sem juros

CDs

DVDs

ELETRÔNICOS

CINEFOTO

Receba nossas Promoções por e-mail

linked shop

# Major challenges



- **IT Knowledge**

- Workforce sales team don't know how to sell the virtual store hosting
- Storekeepers don't know how to sell in Internet

- **E-payment**

- SME have difficult to be attended by credit card companies

- **Delivery**

- Customers needs a quickly and cheap delivery. Tracking & trace and reverse logistics are mandatory to keep up the store credibility

- **Audience**

- SME need a measurable, effective and cheap advertising tools

- **Reliability**

- Usually SME start with no rating and unknown trend. How they could get credibility?



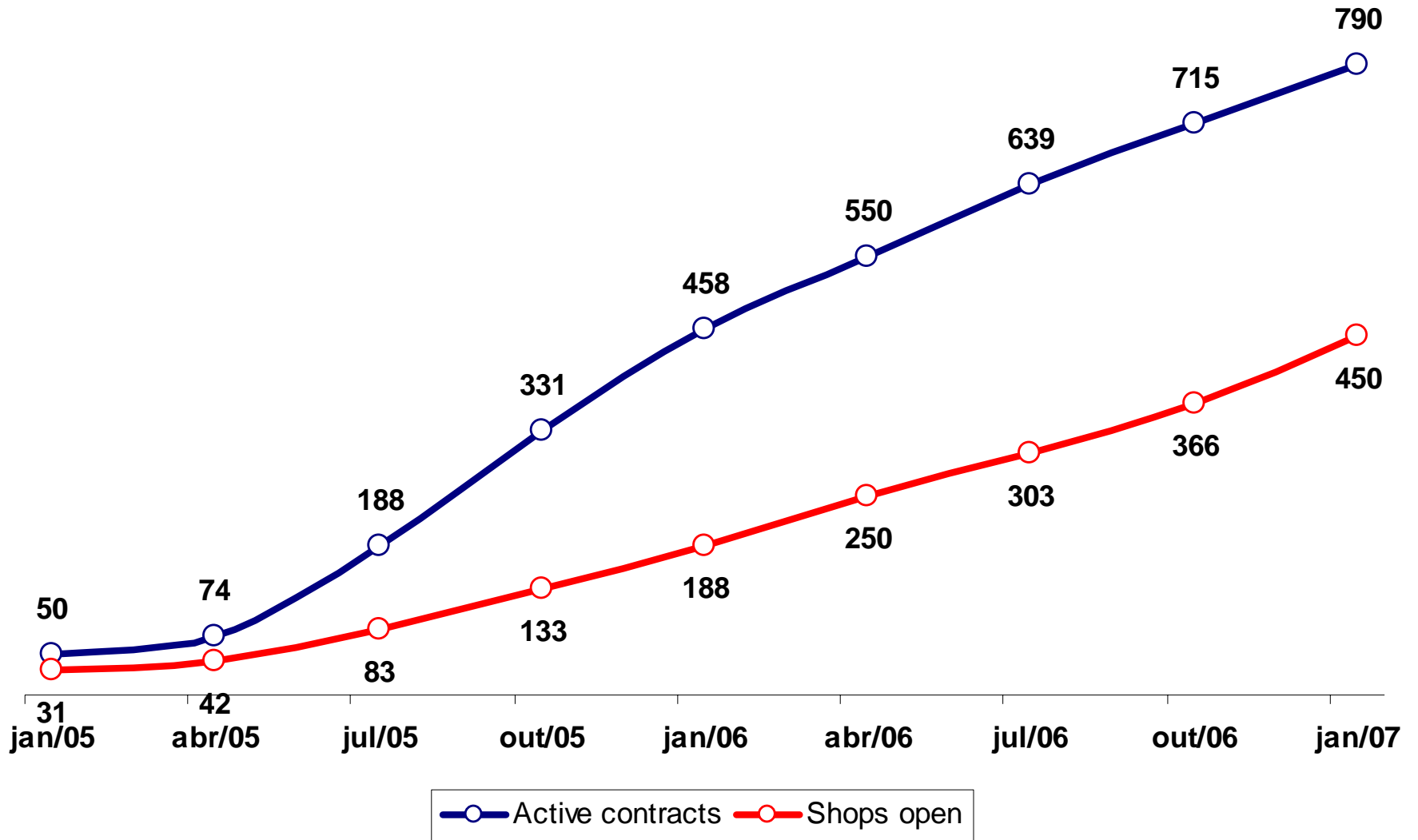
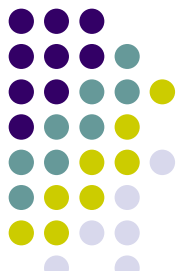
# IT Knowledge



- **Solution**

- Internal education
  - CorreiosNet Shopping training for whole workforce team
  - E-commerce training for Regional managers
- Client education
  - E-commerce Roadshow for Small and Medium Enterprises
  - E-commerce tips website
  - Commercial and technical guides

# Shops using CorreiosNet Shopping



# E-payment



- **Solution**

- Corporate agreement between Brazilian Post and Visa
  - Verified By Visa platform [\(+\)](#)
    - Major secure and used internet payment platform
  - Discount in transaction fee: 3%
  - 100% discount in monthly fee
  - 50% discount in subscription fee
  - Centralized application process
- Bradesco (major private bank)
  - Invoice delivery platform
  - On-line bank account debit

# Delivery



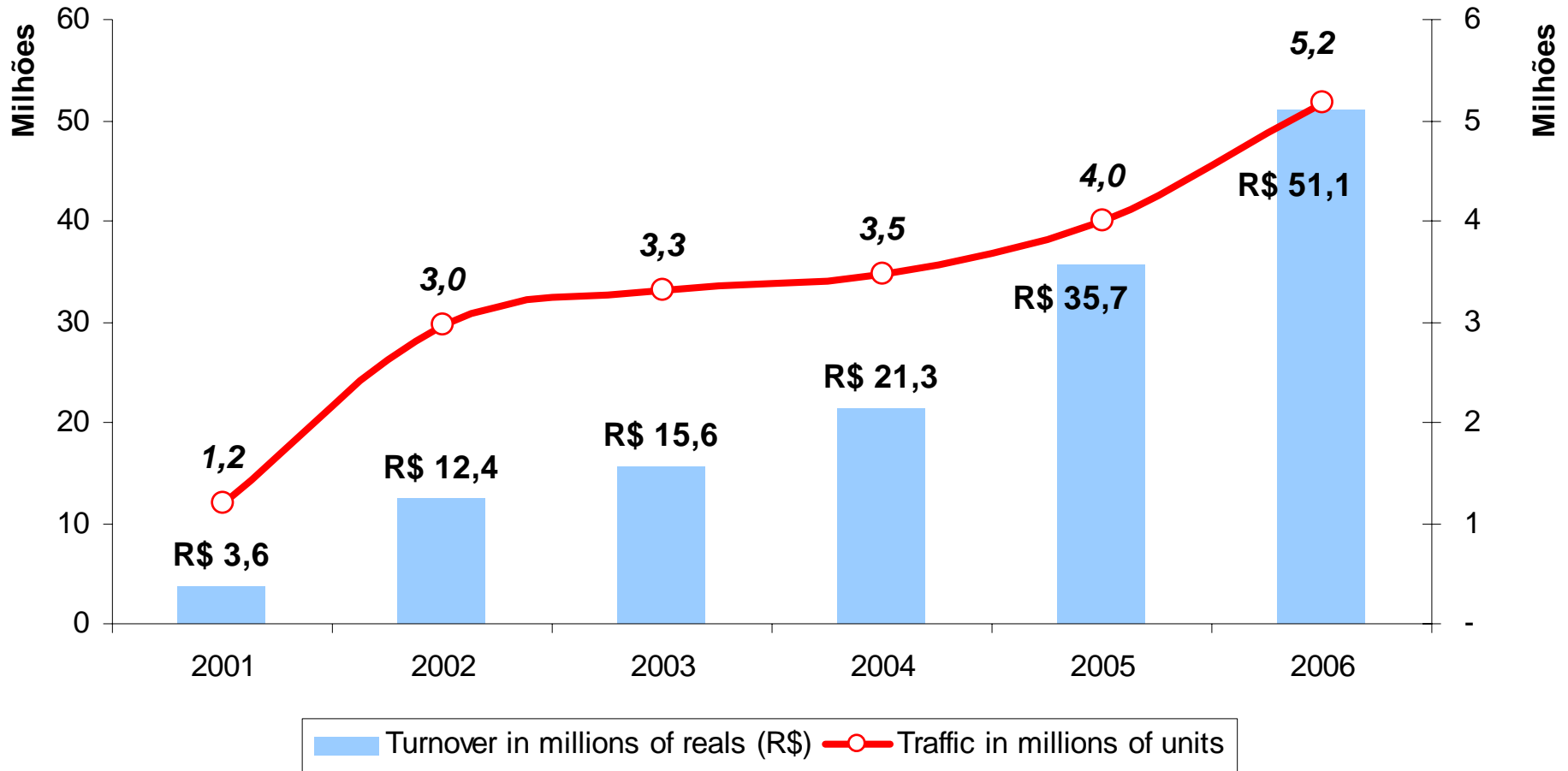
## ● Solution

- e-SEDEX
  - Parcel express service designed to e-commerce
  - 3 attempts on delivery, including night try
  - E-commerce tailored prices
- Postal Service package for e-commerce
  - No flat fees
  - National and international; express and economic services
  - On-line tracking and tracing
- Returning service
  - On-line e-ticket by e-mail
    - Home Pick-up
    - Shipping authorization for all Post Offices

# Delivery



## e-SEDEX Traffic



# Audience



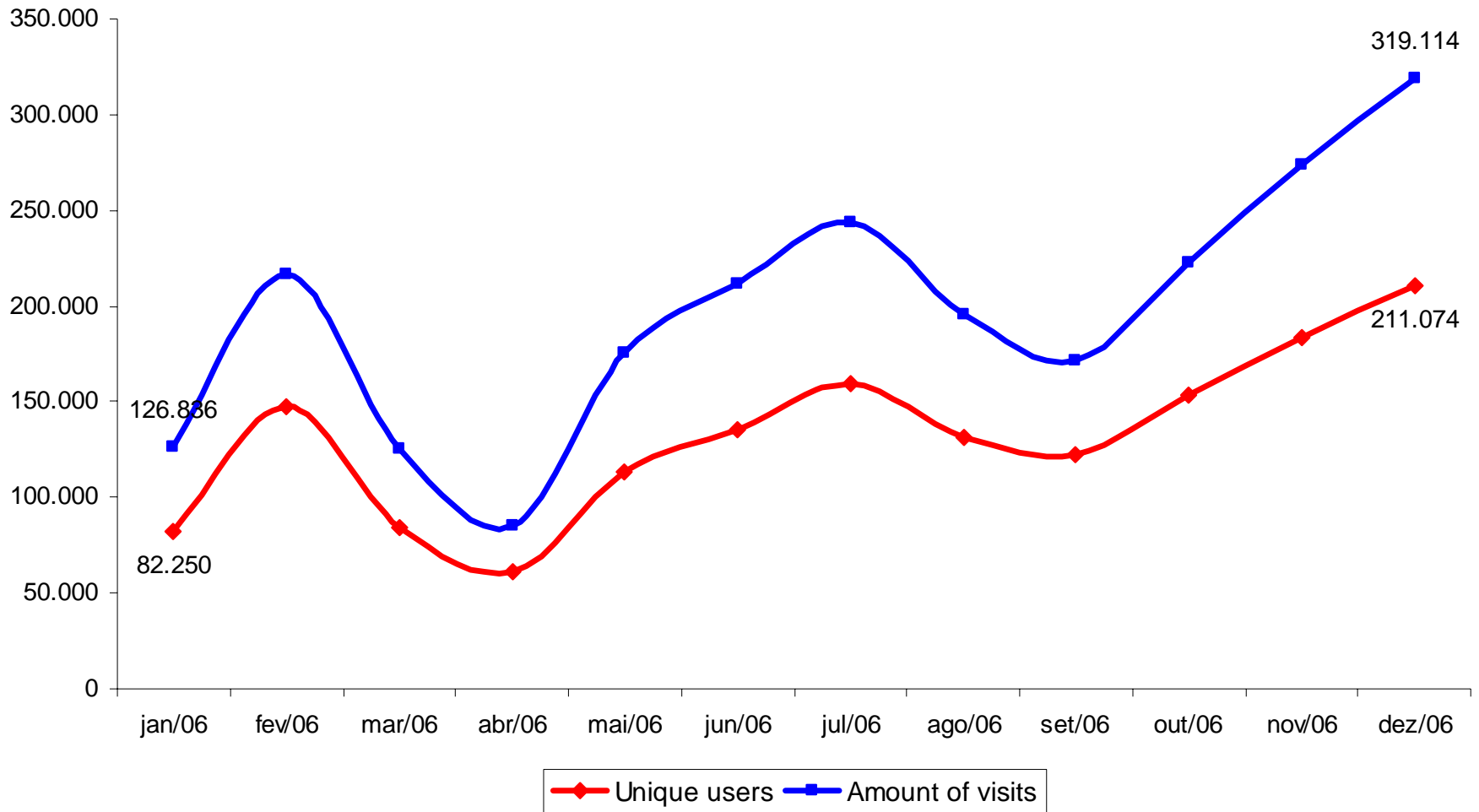
- **Solution**

- By Brazilian Post
  - Brazilian Post Portal advertising [\(+\)](#)
  - Sponsored links at Google, Yahoo, etc [\(+\)](#)
- By client
  - Bonus for using in BuscaPé
    - Major comparison shopping in Latin America
  - New for 2007: Bonus for using in Google AdWords

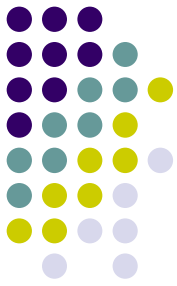
# Audience



## CorreiosNet Shopping Audience



# Reliability



- **Solution**

- Trusted mark by BuscaPé
- Trusted mark by e-Bit [\(+\)](#)
- Delivery Guaranteed by Brazilian Post [\(+\)](#)



# Agenda



- eCommerce in Brazil
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# Lessons learnt



- 1. Services based on new technologies still face a lot of resistance in the company and are difficult to commercialize**
- 2. New digital services must primordially complement traditional services, potentializing their benefits**
- 3. The virtual retail market still faces a lot of obstacles, where the main ones are the shopkeepers' lack of training, the difficulty in products advertising, especially SMEs, and set up costs.**

# Agenda



- eCommerce in Brazil
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# Recommendations



- 1. Make pilots of the services for cases with higher transaction volumes to reach critical mass**
- 2. Take the services to where the consumers are: the main content and eCommerce sites**
- 3. Use technology to optimize operational processes, facilitate service use and meet customer needs**
- 4. Look for generating income with successful cases**
- 5. Build strategic partnership with the major players in complementary areas**

**To summarize...**



**CorreiosNet Shopping was launched in August 2003 as an eCommerce solution for hosting virtual shops for micro and small companies.**

**After two years of operation, CorreiosNet Shopping is now an eCommerce platform for its own and third party products through the Brazilian Post**

# Case Study: CorreiosNet Shopping

*Thank you*

*Shop well!*

Antonio Braquehais

[braquehais@correios.com.br](mailto:braquehais@correios.com.br)

Head of Internet Business Department

