

carsales' Ryvuss drives search for South Korea's leading automotive classifieds site

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carsales.com Limited (carsales) has won another international customer to its innovative Ryvuss Search technology. South Korean automotive classifieds giant SK Encar will implement the proprietary Ryvuss search platform.

SK Encar, South Korea's number one automotive classifieds website, wanted to have a new search platform which offered flexibility to extend new functionality as the company grows, enabling growth and rapid launches by reducing development and testing time.

"carsales is the only automotive company to have developed its own search engine technology. We wanted the SK Encar site to be powered by a search platform optimized for searching automobiles to upgrade our website, so we believe that the Ryvuss platform is the best choice for us," said Henry Park, COO SK Encar.

"Ryvuss offers us the flexibility and functionality to improve the search experience for customers," said Park. "Customers will be able to enjoy its faceted search and multi-select options to look for cars. They can also see more pages in the same space of time due to quicker page loading times."

"By implementing the Ryvuss platform, we want to deliver a new search experience for our users and we are expecting to see higher customer satisfaction than previously," said Park. "Ultimately, we are looking forward to seeing continuous improvements for our business as the number one automotive classified website in Korea."

"We are excited to sign yet another international customer onto Ryvuss" announced carsales CIO, Ajay Bhatia. "As a customer-centric organisation, our approach is to listen and then exceed customer expectations. This often involves solving new and innovative search problems for our customers. With a number of automotive clients already using Ryvuss, we are on track to becoming the 'search platform of choice' for automotive retailers around the world," Bhatia said.

"RyvussSearch, offers the most relevant and compelling search features for online classifieds and retail sites around the world," said Bhatia.

For SK Encar IT Team Manager Chris Ahn, Ryvuss will enhance the developer's work process by reducing coding time to expend new functionality. "We expect to improve page performance by decreasing the page load time with the Ryvuss platform, so we can expect an increase in page views," said Ahn. "Despite our initial concerns, Korean-language retrieval and higher price, the genuine strength of Ryvuss, just made the decision for us."

Ryvuss was developed from the ground up by [carsales](http://carsales.com) and boasts ground-breaking leading faceted search, and has been recognised with an Innovation Award in 2013, as well as winning the 2015 Retail CIO of the Year Award for Bhatia.

Currently powering the search for the majority of the carsales network, as well as Brazil's WebMotors and - most recently - Pickles Auctions, Ryvuss is gaining momentum as a serious player in the online search space.

Following the implementation of Ryvuss at carsales, emails to the Customer Service Centre halved, phone calls reduced by 16% and publishing times cut down to less than 1 minute - certainly an investment which paid off.

"Ryvuss was built with the sole purpose of making it easy for eCommerce platforms to implement and consume search functionality. Complex search has never been easier to integrate" said Michael Ridgway, Founder and Director of Ryvuss Engineering at carsales.

SK Encar is the largest automotive classified website in South Korea, which lists more than 1 million cars every year and attracts approximately 0.4 million unique visitors a day on its online and mobile sites.

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About carsales.com Ltd

carsales.com Ltd (ASX: CAR) listed on the ASX in 2009 and is the largest online automotive, motorcycle and marine classifieds business in Australia; attracting more Australians interested in buying or selling cars, motorcycles, trucks and boats than any other classified group of websites.

carsales.com.au is Australia's number one automotive classified website. The carsales network of websites also includes motoring.com.au, bikesales.com.au, boatsales.com.au, RedBook.com.au as well as leading caravan, truck and machinery classified websites.