

Article Summary

Dorina Rigo needed a quick, easy, and secure way to begin accepting payments within an online shop associated with her new business, Kangoo Club Canada. Based on her research and recommendations from other small business owners, it was clear to her that PayPal Payments Standard was a very simple and more secure method of accepting online payments.



Company name
Kangoo Club Canada

Owner
Dorina Rigo

HQ
Toronto, ON

Industry
Health and beauty;
Consumer goods

Website
www.kangooclubcanada.com

Key Facts

The Challenge

- Quickly set up an online store with no muss, no fuss
- Expedite order fulfillment for online customers

The Solution

- PayPal Payments Standard
- PayPal package labeling tools that draw from order details

The Results

- A simple and more secure online checkout experience
- Instant notification of purchases and quicker, simpler shipping processes

The Situation

Dorina Rigo has always been interested in fitness, but when she moved to Canada she became passionate about one health trend in particular: Kangoo Jumps. Kangoo Jumps fitness programs are a form of plyometric training that uses special rebound shoes to maximize an exerciser's expended energy while preventing joints from experiencing impact damage.

Ms. Rigo decided to turn her passion into a business: Kangoo Club Canada. Her company holds Kangoo Jumps workshops in cities across the country and teaches especially keen participants to become instructors.

Her business also has an online component in the form of a web shop that sells the shoes necessary to participate in Kangoo Jumps training programs. However, Ms. Rigo has limited experience with technology. When setting up her online store she wanted to choose the simplest, safest, and most reliable payment tool she could find.

And since she was unsure how quickly her business would establish itself, she wanted a tool that was transaction-based rather than one that charged monthly fees.

It turned out PayPal Payments Standard would meet all of these needs, and more.

The Solution

Before settling on a payment process Ms. Rigo conducted her own research and asked other proprietors of online stores for advice. It didn't take long for her to become convinced PayPal Payments Standard was the right choice for her burgeoning business.

"It ended up being a no-brainer for me," she explains. "PayPal is extremely user friendly. Customers can choose to pay with their PayPal account, Visa debit, or credit card. Plus, customers trust PayPal, so they know they can trust my company when they see PayPal's yellow button."

Implementing PayPal Payments Standard proved as easy as she'd hoped. It was simply a matter of pasting a block of HTML code onto her site. And once it was up and running she found additional PayPal benefits that helped streamline her business processes.

"When a purchase happens I instantly receive an email with details of the transaction," she says. "It contains the size, colour, and cost of the boot that the customer ordered. Then I can print a mailing label through PayPal, put it on the box, and drop it off at the post office."

"It couldn't be easier."



“I’m a busy woman, a business owner, and a mother. PayPal’s solution makes my life easier. It’s quick to set up and simple to use. It’s a safer way for my customers to pay and a safer way for me to get paid.”

– **Dorina Rigo**

Owner, Kangoo Club Canada

The Benefits

PayPal Payments Standard turned out to be the perfect online payment method for Kangoo Club Canada. It took only minutes for Ms. Rigo to implement, and the familiar yellow PayPal button serves as a recognizable icon that helps new customers trust her business. Plus, purchases are accompanied by instant email notifications, which means Ms. Rigo can stay on top of her online store’s business.

Learn more

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to paypal.ca/business.