



CASE STUDY CHRONEXT

How CHRONEXT built the basis for flexible growth to usher in a new era for digital trade in luxury watches

CHRONEXT

CHRONEXT is a global retail platform of new and refurbished luxury watches offering a collection of 7,000 items. The company provides comprehensive before and after sales service, including payment processing and logistics.

COMPANY SIZE

17 Million USD

MARKETS

Global

HEADQUARTERS

Cologne, Germany

INDUSTRY

Retail

BUSINESS MODEL

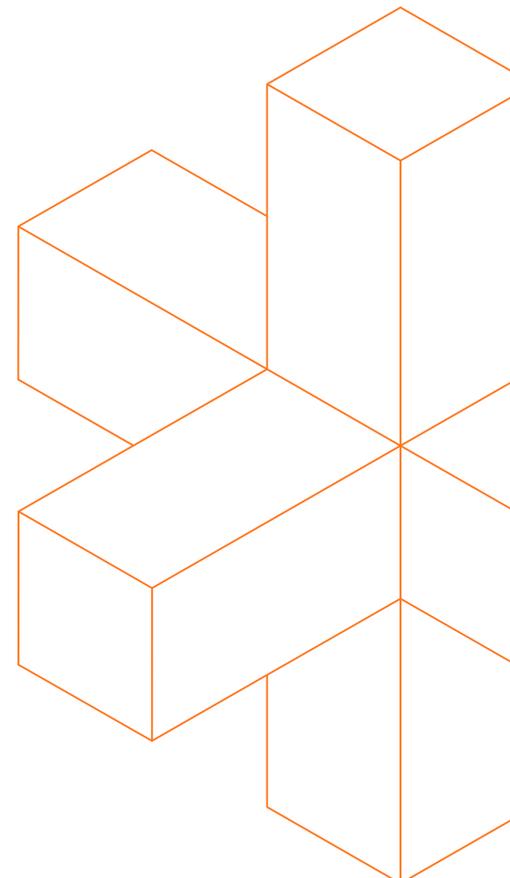
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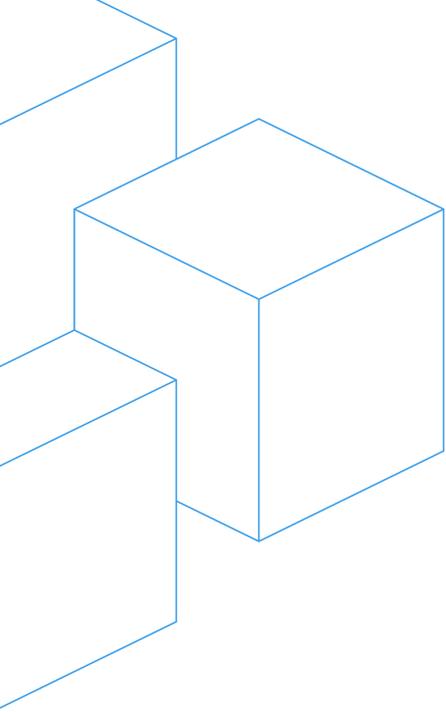
WORKED WITH PARTNERS

Google CP, Frontastic, Adyen

The Challenge

CHRONEXT knew their existing website had reached its performance limit when loading and response time became so slow that customers were abandoning their carts. The site needed to be upgraded to a high-quality digital shop that would do justice to the high-quality luxury timepieces they sell.





The Solution

With commercetools and Frontastic, CHRONEXT developed a completely new marketplace based on headless technology, and in just 3 months was able to modernize functions such as CMS and product search, as well as greatly reduce page load time.



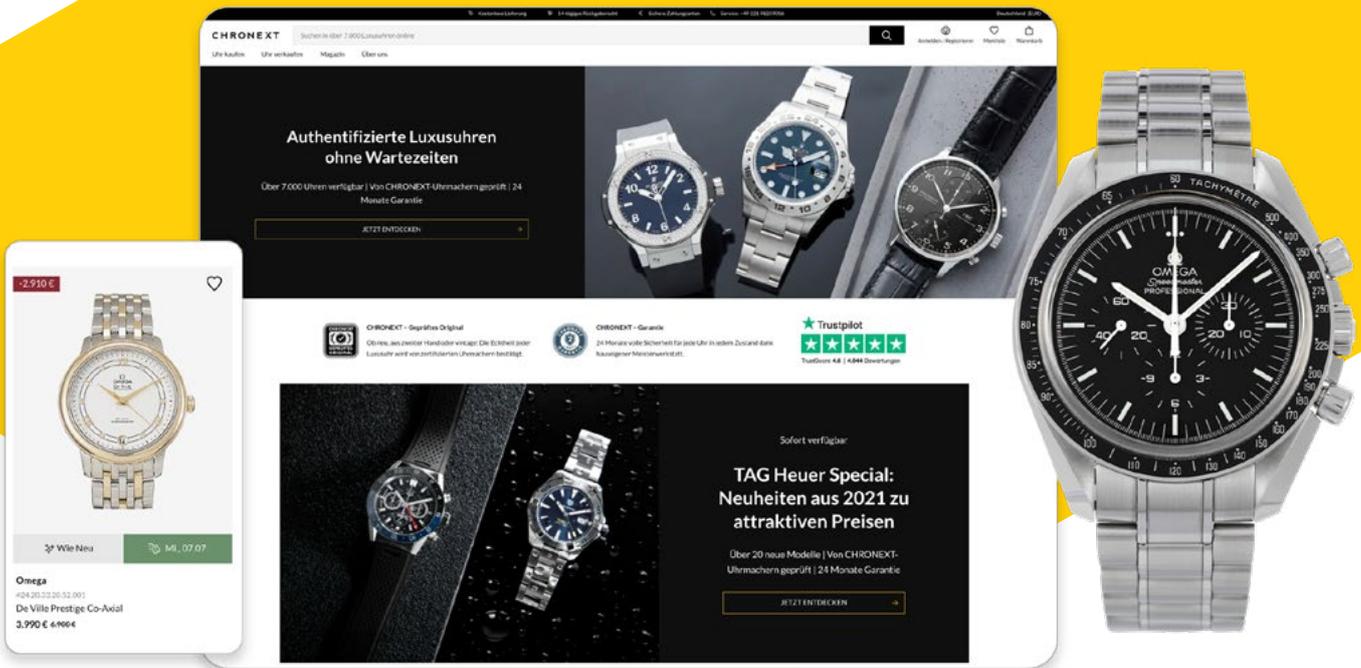
It would have taken us years to build a solution like this ourselves.

EMANUEL SCHLEUSSINGER
CTO, CHRONEXT

CHRONEXT

Why it was a success

After a successful relaunch, CHRONEXT now provides a commerce platform that flexibly adapts to new requirements and matches both the high quality of their products and the high expectations of their clientele. This new commerce solution is responsive, technically stable and primed for international growth.



commercetools features for CHRONEXT



PIM (Product Information Management)

Inventory, pricing and promotions updates in real-time on the website and app.



Storefront

Custom digital commerce buying experience integrates via APIs with Frontastic frontend.



Commerce in the Cloud

Platform stability reduced average visitor bounce rate by 28%.

About commercetools



commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.