CHRONEXT

Flexible, mobile ready solutions for the luxury watch marketplace

Selling luxury watches online requires a sophisticated design that supports branding strategy and brand commitment in the best way possible. Customers buying watches in the luxury price segment also have high expectations regarding the seller's expertise and service delivery. Offering a unique and secure shopping experience in combination with a personal, extensive service portfolio was therefore crucial when relaunching the CHRONEXT marketplace.

commercetools

COMPANY

CHRONEXT offers the buying and selling of luxury watches through its marketplace. Additional service is provided for buying and selling collector's items in the high end of the market segment .

CHALLENGE

The existing website was to be replaced with a site that would open the marketplace for mobile devices, provide a stable technical base for anticipated international growth and resolve performance issues.

SOLUTION

After a short technical evaluation phase, commercetools was selected from all competitors. The CHRONEXT team was then able to develop and launch the new marketplace within just three months.

CHRONEXT, located in London, Cologne and Zug, is a young company entirely dedicated to luxury watches by well-known brands. Customers can buy and sell watches on the online marketplace and also make use of different service offerings partially conducted in their own, certified watchmaker workshop. The package is complemented by comprehensive information on watch producers like Rolex, Breitling and Omega.

The company considers personalized service and a high level of security as key elements of its business. All watches sold are provided with a certificate of authenticity and will be shipped by insured carriers.

PREVIOUS SHOP SYSTEM WITHOUT CONVINCING MOBILE WEB SOLUTION

With the previous ecommerce platform, CHRONEXT was not able to deliver a shopping experience that represented their desired brand experience on smartphones and tablets. Additionally, the product search was often too slow. After an extensive evaluation, CHRONEXT selected the commercetools platform to solve these problems and provide a sustainable technology base to support their international growth.

> *We were frustrated by the complexity and rigidity of our previous ecommerce platform and realized that it will not let us reach our product goals.*
>
> — **Ludwig Wurlitzer,**
> **CPO, CHRONEXT**

FAST SETUP OF A MODERN ONLINE MARKETPLACE

By using a sophisticated and responsive design, CHRONEXT was able to significantly improve both performance and the mobile shopping experience in less than three months. The measurable success of the relaunch speaks for itself:

- **Improvement of server performance by factor 6**

- **Reduction of bounce rate by 28%**

- **Significantly more page impressions per user**

> *The close collaboration with the product managers of commercetools was striking and allowed us to clarify all questions in a personal conversation. We simply avoided endless rummaging in technical documentaries and online forums like we had to do before with the preceding provider.*
>
> — **Ludwig Wurlitzer,**
> **CPO, CHRONEXT**

THE IDEAL SOLUTION: COMMERCETOOLS

The flexibility of the commercetools platform was a key factor in the significant improvement of the CHRONEXT marketplace relaunch.

- The platform's versatility allows the implementation of a complex marketplace - conventional standard software is often very limited.

- A responsive design can be realized easily and enables a mobile ready web presence.

- Features like a quick and faceted search are already integrated. External service providers are not required.

- The extremely fast and guaranteed response time of the interface ensures high performance and easy scalability.

- The PHP SDK (software development kit) helps developers to realize fast implementation and relaunch.

THE HIGHLIGHTS

Quick realization and rollout of a complex marketplace with individual requirements.

Faster loading times and significant improvement of search function and faceted navigation.

Attractive user experience on smartphones and tablets through responsive design.

ABOUT COMMERCETOOLS

commercetools offers E-Commerce-as-a-Service for international merchants and brands on a cloud-based platform. Core commerce features are provided via an open API (Application Programming Interface) targeting omnichannel strategies. The commercetools platform is high-performant, scales unlimitedly and is available worldwide.

CONTACT US

Get more information on the commercetools platform in an personal consultation. We look forward to giving you a live demonstration and presenting you the unlimited possibilities based on customer references. Additionally, you can enjoy a complimentary 60-day trial access.

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