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Tradition meets digital expertise

Moroder Scheideanstalt is a company based in Essen that specializes in the purchase, sale and recycling of precious metals. In addition to traditional trading, Moroder also offers services such as precious metal analysis as part of the purchase of precious metals. Transparency, security and trust are at the heart of the company's philosophy in order to provide customers with a first-class and trustworthy shopping experience, both online and offline.

Challenges and new goals in e-commerce

Under the management of owner Christian Moroder, Moroder Scheideanstalt places the highest demands on transparency, customer proximity and the experience of its employees in order to be THE contact for the purchase and sale of precious metals in Essen and the surrounding area.

An online store was set up a few years ago in order to expand the reach beyond the brick-and-mortar store. This was based on WordPress and no longer met expectations after a short time: It was difficult to customize, could not be updated and did not pay tribute to the Moroder brand due to an inconsistent design.

From the analysis to the new digital strategy

- Identification of the weak points of the old store
- Definition of the requirements for the new store
- Development of an intuitive customer experience with prior UX consulting as part of a card sorting workshop

As a result, the decision was made to use Shopware so that in future, in addition to the aforementioned advantages, marketing campaigns could be realized independently via the intuitive experience worlds. The rule and flow builder enables the Moroder website team to run target group-specific campaigns.

Live courses & price fixing: mastering the technology

A central challenge was the realization of a real-time interface. In order to make this process transparent for end customers, a 10-minute price lock was implemented, which guarantees the price for the duration of the check-out process. Only then is a recalculation carried out following a corresponding notification.

Seamless migration and system change in detail

In addition to the technical connection of the real-time interface, another major challenge was the migration of inventory data from WordPress to Shopware. This changeover required a complete redevelopment of the store, including data migration, adaptation of the design and integration of new functions.

This is how we supported Moroder

- Development of a reliable real-time interface
- Migration from Wordpress to Shopware for more flexibility and scalability
- Price fixing for ten minutes of the products in the shopping cart
- Taking over hosting and operations services from Host Europe to optimize performance and ongoing operational security
- Service level agreement including regular jour fixe appointments for the further development of the store and e-business consulting

More than just a new look: comprehensive relaunch at a glance

The relaunch not only included the technical implementation, but also a comprehensive overhaul of the front-end design to ensure a professional and appealing appearance. The Proven Experts evaluation platform was also integrated.

The Moroder team was able to quickly familiarize themselves with the new system thanks to targeted training. The migration to Shopware also enabled improved performance and more user-friendly administration.

Partnership for sustainable success

Even after the successful relaunch, the collaboration with Moroder continues. Bi-weekly jour fixe appointments serve to continuously optimize the store. In addition, regular security updates and new features are proactively recommended.

Central aspects of ongoing support

- Weekly coordination for optimization and troubleshooting
- Regular security updates and further developments
- Joint roadmap planning for future improvements

Sales, conversion & new customers on the upswing

Since the new Moroder Scheideanstalt website went live, not only has the user experience improved considerably, but sales and the customer base have also increased significantly.

The conversion rate has increased, while sales and the number of monthly orders have almost quadrupled each year since the go-live. A high-performance system, outstanding UX, continuous SEO and SEA and, of course, the increased demand for precious metals have had a full impact and underline the economic success of the relaunch.

The strong increase in the number of new monthly customers, which has more than doubled year on year, is also remarkable – a sign that the new store is not only technically impressive, but also appeals to a broad target group and picks up exactly where customers are online.

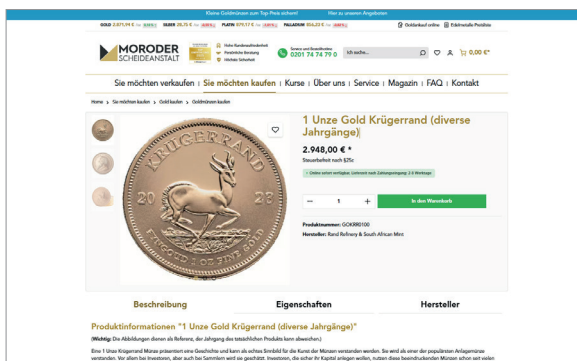
Digitalization that pays off: Moroder's profit

Thanks to the targeted optimization of the online store, Moroder was able to take its online presence to a whole new level. The migration from WordPress to Shopware, the implementation of a real-time interface, an intuitive front-end design, high-performance hosting and SEO and SEA optimizations in collaboration with Moroder's SEO agency have helped to strengthen the trust of the target group and turn them into loyal buyers.

„With the new store, we are ideally positioned for further growth. The cooperation with communicode is open, competent and based on partnership. communicode understands our goals and reliably accompanies us on our way.“

Christian Moroder

Managing Director, Moroder Scheideanstalt GmbH



Product detail page

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