Bestsh👍p24.eu

Case Study

Bestshop24 Quadruples Sales
After Reviving Online Store

When a German-based ecommerce merchant wanted to diversify away from Amazon.com's expensive commissions and delivery issues, **Polcode helped them relaunch their online store, leading to increased sales, improved site performance and new customer data insights.**

Bestshop24 is an ecommerce brand based in Berlin, Germany, offering esthetic household and home decor products made with high-quality European workmanship. Their product range includes hundreds of options for bathroom, kitchen and garden equipment, and they ship primarily to customers across Germany, Austria, Switzerland and Poland.

Customers value Bestshop24 for replacing the traditional buying home & hardware retail store experience with a tailored, digital experience that also offers on-site installations. They can deliver and install products with built-in components, making it ready-to-assemble as soon as it arrives.

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When we started working with Polcode, our store was a forgotten and poorly functioning sales channel. **Within a year of work, we managed to achieve a 400% increase in sales.** Polcode contributed so much to the success and performance of our store.

Przemysław Sieg, CEO at Bestshop24.eu

Online Retailers **Diversify** **Away from Amazon**

Even though Amazon.com is responsible for over a third of all the world's ecommerce transactions, brand owners have a lot to gain by running their own stand-alone store. Amazon's convenience and wide market access are sometimes outweighed by the disadvantage of expensive fees, delivery issues, and the loss of deep customer insights.
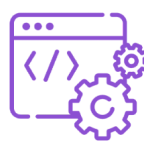
Bestshop24 originally ran most of their sales through Amazon before finally deciding to revive their old online webstore. However, the store was in pretty bad shape as it had largely been neglected for years. Today's customers are dissatisfied with slow page loading speeds and their tolerance for performance issues comes down to seconds on the web. 79% of customers who have issues with a site's performance are less likely to buy from them again.

It would be critical to revitalize the client's site performance issues before they could successfully restart sales on their website.

Polcode **to the Rescue**

Polcode analyzed Bestshop24's technical setup, and provided a bespoke roadmap to revamp their ecommerce store that was able to launch within weeks. Our teams took over the project from the brand's previous developers, and the primary goal was to improve the overall experience of the store, as well as introduce modern ecommerce feature sets, including:

Faster page load speed & performance

Migrate to a better server

Enable better customer features

General backend re-maintenance

Recommendations

Customer feedback & insights

Because of the performance issue with the store's slow page load speeds, we migrated servers and performed an analysis of the site's frontend code.

> **The quality of the code left no doubt about the talent of Polcode's tech specialists.** But we also valued their ecommerce business perspectives and online store advice when it comes to non-technical related issues.

Przemysław Sieg, CEO at Bestshop24.eu

Throughout the project, Polcode also handled various frontend and backend development tasks, introducing new features, and generating new areas of content that could improve the customer experience journey:

→ Ecommerce Upgrades

→ New Payment Methods

→ New Delivery Methods

→ Customer Feedback

→ Recommendations / Inspirations

Developing a **Richer Customer Journey**

Customer Feedback

The client wasn't getting the kind of rich data-centric customer insights that many ecommerce shops have when they've built up strong customer feedback on their own stores. Amazon Reviews don't really offer the same levels of detail about what a customer thinks about the brand, how their experience can be improved, and certainly doesn't offer ways to engage 1-on-1 with customers.

To amend this, Polcode helped Bestshop24 gather customer satisfaction data after shopping. We implemented a short survey prompt, encouraging customers to fill out the form in return for a 3% discount on the next purchase.
This simple feature was able to gather a ton of new customer data insights and touchpoints, helping the brand better connect with their customers and plan future enhancements to their product lineups, webstore features and delivery/payment methods.

Online Showroom & Recommendations

Polcode helped develop the site's Inspiration feature, which gives customers an idea of complementary products that can be used to create a full look in a finished interior design. This not only increases sales through a recommendation layer, but also helps customers engage with the brand.

Relaunching the Store **(Project Outcomes)**

In addition to fixing performance issues and introducing new features, Polcode also cleaned house in terms of code. We conducted a series of bug fixes and eliminated many of the mistakes that were made by the previous development team. Bestshop24 was ready to launch their new and improved website with confidence, and also had a much improved operations flow, without the pesky bugs that plagued their administrators beforehand.
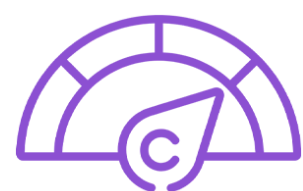
Faster Page Load Speeds

We significantly improved page loading speeds, which were taking up to 30 seconds before the website overhaul, reducing it down to a minimum of 5 seconds.

Customer Sales up 400%

The webstore was able to increase customer sales by 400% compared to the month before we started our cooperation.

Happier Customers

The site was able to gather more nuanced customer data insights by moving interactions onto their platform compared to analytics delivered by Amazon.

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Communication with the Polcode team exceeded our wildest expectations. Polcode was frequent with updates, highly available when we needed them, and were always in contact with daily and weekly progress updates. We met with many of their specialists (not just coders) and cooperation was trouble-free with swift management.

Przemysław Sieg, CEO at Bestshop24.eu

Let's Talk!

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