



Salesfive

At C.HAFNER: The new way of trading precious metals

Thanks to a new online platform based on Salesforce solutions, C.HAFNER can now offer its customers a unique precious metals trading experience.

E-commerce Store as a Central Component of the Digitalization Strategy

Summary

Together with Salesfive, C.HAFNER has succeeded in implementing a reliable e-commerce store based on Salesforce as a central component of C.HAFNER's digitalization strategy. This enabled us to automate the ordering process - from order entry to the provision of the corresponding data in the connected systems. Customers can now process their precious metal transactions efficiently and transparently themselves at market prices accurate to the second. In addition to process optimization, the company benefits from greater customer loyalty and satisfaction.

At the same time, the sales team can focus on its core areas, and C.HAFNER now sees us not only as an implementation partner that advises on technical issues, but also involves us in strategic issues. In this way, the company benefits from our wide-ranging competence and expertise, which we were able to demonstrate several times during the course of the project.

Implementation

- Introduction of the B2B Commerce Cloud as a multilingual, strategic online platform
- Implementation of mechanisms for customer data transfer from SAP to Salesforce
- Development of a proprietary price engine based on Heroku
- Adaptation of the interface of the portal and the web store to the design specifications

Technologies



This is C.HAFNER...

„Precious metal technology. Since 1850.“

Founded in 1850, C.HAFNER is now one of Europe's leading providers of products and services in the field of precious metal technology. The family-run company is now managed in the fifth generation by Birgitta Hafner and Dr. Philipp Reiser and focuses equally on innovative products, digital technologies, high customer orientation and the highest environmental standards. C.HAFNER extracts precious metals from secondary materials, which are further processed into semi-finished products, components, powders and ingots. The technological origin and core of the process and material expertise is therefore precious metal separation, i.e. the recycling of precious metal waste from a wide variety of manufacturing processes. Areas of application include industry, jewelry and watches as well as dental technology, resulting in a wide range of products and services. C.HAFNER generates added value for its customers through technological advances in service and process workflows.

The Challenge

Trading in precious metals is extremely time-critical, as their prices change every second. The provider C.HAFNER is also confronted with this challenge. The company maintained an online portal for order entry. However, its background processes were designed manually. Customers had to call the company to find out how many grams of precious metals their weight

account contained and which transactions were possible. The purchase and sale of precious metals via the weight account was also handled by telephone or email. In addition, the portal was only incompletely connected to the processing systems. As a result, the order processing process was sometimes lengthy and error-prone due to the manual entry of orders. Ordering the collection of scrap and downstream precious metal recycling also tied up important resources due to the manual entry of orders by sales staff.

The aim was to provide C.HAFNER's customers with a transparent and readily available insight into their weight account and the customer-specific, second-by-second precious metal prices. Existing functionalities in the old portal, such as the collection of scrap or price fixing, were to be made more user-friendly. In addition, the aim was to enable new functionalities such as the purchase and sale of precious metals and the purchase of fine gold bars via the portal. To this end, a standardized platform was to be implemented to enable an uninterrupted data flow. The business-critical processes had to be technically adapted so that the system architecture could process incoming orders reliably and quickly.

The Solution

The project started in May 2022. The first step was to define the functional requirements for the portal and the platform to be created. It quickly became clear that these could not be covered by a standardized solution. C.HAFNER was already using the Salesforce Sales Cloud.

With the introduction of the B2B Commerce Cloud, we created the foundation for the new precious metal trading platform at the family-run company as an integration and implementation partner. To ensure that it reliably covers all time-critical processes and corresponds to C.HAFNER's design vision, it was necessary to customize the Salesforce solution.

In total, one software architect and two developers were involved from our side, while C.HAFNER provided employees from IT and sales. Their project manager was the linchpin in terms of defining the requirements for the end product and internal change management. C.HAFNER took on the training of the employees itself. The system finally went live in February 2023.

In the new C.HAFNER portal, customers can now independently access their weight account and thus see how many grams of gold or other precious metals they own. In the trading section, C.HAFNER customers now have the option of buying, selling or fixing precious metals. In addition, customers can now buy fine gold bars online and view their delivery times directly. By connecting Salesforce to the SAP system and the price engine, the precious metal price is calculated from the current market price and the customer-specific conditions and then displayed in the online portal. The orders are automatically transferred to the B2B Commerce Cloud in real time, where they are processed directly.

The process of ordering the collection of scrap gold has also been automated. Companies that own old gold and would like to recycle it can place a collection order via the new webshop. The old gold is then collected and purchased by C.HAFNER. This eliminates the need for time-consuming telephone handling processes. The new customer portal has an international focus. For this reason, the B2B Commerce Cloud was



created in German, English, French and Polish and the translations provided by C.HAFNER were incorporated.

During the course of the project, we were able to convince C.HAFNER of our expertise in many respects, so that we now advise the customer not only technically, but also beyond that. For example, topics such as new business models, SEO and Google Analytics were discussed in a joint brainstorming workshop. Thanks to our extensive expertise from other projects, we were able to provide C.HAFNER with valuable input that will be incorporated into the implementation phase starting in mid 2024.

The Result

C.HAFNER was able to automate its precious metal trading and the creation of pick-up orders while offering customers an outstanding user experience. This clearly sets the company apart from its direct competitors. As of today, around 600 customers have already registered on the C.HAFNER portal and over 70% of gold bars were sold online in November 2023. The former telephone acceptance of orders and their entry into the ERP system have been drastically reduced, which signi-

„By working with Salesfive and the new customer portal, we have not only been able to automate our internal sales processes and make them more efficient, but have also created a means of customer retention in terms of a convincing user experience.“

– Carolin Hampel, Project Manager C.HAFNER GmbH + Co. KG

ficantly streamlines the underlying processes.

But that's not the end of the journey for C.HAFNER. As the system is stable and C.HAFNER is very satisfied with our work, the company has also opted for Salesfive for

„I would like to describe the C.HAFNER portal in one word: Outstanding! The portal is very easy to use and at the same time so clear. You also receive the invoices after a short time. If you compare it with other retailers, it's worlds apart.“

– Julian Filipiak from SOLIT Management GmbH

further projects. Our contacts particularly praise the fact that we were able to simplify the existing complex processes in the IT landscape, as well as the intuitive usability and high user experience of the online portal and web store.



Would you also like to...

- Manage ordering and trading processes in real time on one platform?
- Minimize the manual workload of your employees with the help of smart automation to gain more time for strategic tasks?
- Take a professional approach to change management on the path to digitalization in your company?
- Offer your customers and partners a seamless interaction experience to increase satisfaction?

We know SMEs from A to Z and, as certified Salesforce experts, will accompany you on your journey to the cloud. So that you too can write a (digital) success story.

Your direct contact to us



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