

Case Study – London Gold Exchange

Company: London Gold Exchange
URL: <http://www.londongoldexchange.com/>
Project Name: London Gold Exchange
Launched: March 2003
Technologies: ASP, HTML, SQL, Active X, Javascript, Flash, Action Scripting, XML, Database
Clue Design Staff: 5

Background

With offices spanning the globe, London Gold Exchange is the hub of online e-currency trading. From London to Perth this 24-hour operation is a trading haven for tens of thousands of user's world wide.

London Gold Exchange provides customers with the ability to trade e-currency over the web using reliable Microsoft SQL server. With high level security protocol and user friendly navigation, the website can be accessed directly by customers to control their accounts and transactions. London Gold Exchange then uses the sites reliable administration facilities to automate the processing of transactions to provide superior customer service thus enlisting thousands of new users.

Business Benefits

- The ability to control and sell trade in real time
- The ability to monitor order status in real time
- Automation of processes already in place with London Gold Exchange
- Elimination of data entry and administration costs associated with processing orders
- The ability to monitor real-time comprehensive website user statistics giving the client important marketing and customer service information
- Effectively reach a mass audience and increase London Gold Exchanges global and local target market.
- Provided a substantial return-on-investment

Features

Front End

- Secure origin dependent buy, sell, convert e-currency facilities 24hrs 7 days a week
- Ability to easily sell e-currency with origin dependent direct deposit
- Fast trouble-free currency conversion between all e-currencies
- Controlled secure membership system, with email confirmation and forgotten password capabilities.
- Real-time gold prices & Conversion Rates Calculator
- Industry standard SSL (Secure Socket Layer) encryption.
- K.I.S.S – Keep It Simple Stupid navigation structure.
- Subtle use of Macromedia flash to silhouette site without distracting users
- E-currency account and bank management
- E-currency trade options including Pecunix, e-Gold, GoldMoney, e-Bullion™, Evocash, NetPay
- Ability to hold multiple e-Currency Accounts
- Ability to track trades
- Ability to view previous and current orders
- Real Time e-mail notification
- Ongoing Web Site Marketing and Search Engine Optimisation
- Plus much much more...

Back End

- Website control made easy with updatable features via the Clue Design Web Control Panel
- The capability to manage orders, members, e-currencies, commissions & rates, etc allowing overall control of the website to be handled by London Gold Exchange
- Administrative control of site orders & payment instructions, allowing the site to be dynamically updated without the need for web developer
- Bulk email component allows London Gold Exchange to update and send electronic newsletters to existing members in a few clicks
- User-friendly control and management of member accounts to ensure ease of use and customer satisfaction
- Dynamically controlled news articles, allowing up-to-date information to reach members. News can be updated by LGE staff members with the click of a few buttons.
- Plus much much more...

Conclusion

Using cutting edge design work and the latest programming languages the site emits a warm display of prestige encased with clever navigation to keep it user-friendly. Against a backdrop of gold the importance of business and security is kept clean with crisp white interactive screens framed with current business news and subtle flash headers.

Within a few months of going live, London Gold Exchange had thousands of new members sign up globally. This has seen many new features added to the site to accommodate its overnight success.

London Gold Exchange continues to look toward a bright future in trading with new members coming on board daily and the company quickly becoming a key player in the e-currency trade.