

> SMB SNAPSHOT CENTRAL RESERVATION SERVICE (CRS)



THE CHALLENGE

CRS was founded in 1987 as a telephone-based service, but it was among the first to begin doing business over the Internet in 1994. The company's Web site, CRShotels.com, grew steadily as a revenue source to the point that it now receives 50,000 visitors a month and accounts for 90% of the company's sales.

CRS began securing its customers' data in motion using another vendor's SSL. Due to high cart abandonment rates, however, the firm began to see the importance of security to online customers and the advantages of a recognizable seal. "We spend a lot of time monitoring what's happening on the Internet, especially the Web sites of leading E-commerce companies," explains Hakan Ogun, IT manager at CRS Hotels. "We learned that safety-conscious customers knew and trusted the Symantec name much more than any other SSL provider, so we decided to make the switch."

Symantec delivered the uplift in conversions that CRS had been hoping for, but cart abandonment continued to be a problem. With its license almost due for renewal, the company conducted a survey to find out why so many potential customers failed to complete the purchase procedure. 27% reported concern about the security of their credit card numbers and personal information.

THE SOLUTION

"Symantec offered EV certificates, and we recognized the potential to address these security concerns, so when we renewed with Symantec we went with EV," says Ogun. "Sales jumped immediately, and so we ran a 'bookers versus lookers' test to find out how much of it was due to EV."

In this test, CRS used Google analytics to compare conversion rates of users of Internet Explorer 7 (IE7) – which displays the EV green address bar – with those from users whose browsers did not yet have this capability. Since there were no other material differences from browser to browser, this was a valid way to measure EV's impact. "We

were expecting just a few percentage points of improvement, but we were very surprised to learn that IE7 users converted a full 30% more often than the others. To make sure it was no anomaly we continued testing for several months and consistently saw a 30% difference," reports Ogun. "Now that other browsers also display the green bar, we're looking forward to even more conversions."

When Ogun learned about the transition from VeriSign to Norton, he felt no cause for concern. "Both VeriSign and Norton are industry-leading names," he says. "The Norton brand is extremely well-known to most U.S. consumers, and they will see the presence of the Norton Secured Seal as a clear indicator of our ongoing commitment to security."

THE BENEFITS

"On the Web site we take great care to describe why EV protects credit card and personal information so well," Ogun explains. "Our FAQs explain that EV SSL is the highest standard in the Internet security industry for Web site authenticity, and that it signifies that we have passed Symantec's rigorous identity authentication procedure."

"People who are especially concerned about security read the certificate and can confirm that they are visiting our legitimate Web site and not an imposter site," he says. "But many people are sufficiently reassured just by seeing the address bar turn green. The transition to the Norton Secured Seal won't change our customers' trust in the site, nor does it alter our fundamental faith in Symantec."

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—Hakan Ogun
IT Manager, CRS Hotels

THE ORGANIZATION

WEBSITE: www.CRShotels.com

INDUSTRY: E-commerce

EMPLOYEES: unknown

LOCATION: Maitland, FL

THE SOLUTION

- Norton™ Secured Seal
- Symantec Extended Validation (EV) SSL Certificates

WHY SYMANTEC?

- Symantec is a well-known and respected name in SSL security
- Symantec's green EV SSL bar provides instant indicator that customer data is secure
- The Norton Secured Seal demonstrates that CRS remains committed to customers' security

