



CASE STUDY



Scribendi

Scribendi Introduces VeriSign EV SSL—Conversions to Sales Jump 27%





SOLUTION SUMMARY

For online editing and proofreading leader Scribendi, security is a paramount concern for customers. Therefore, the firm earns their trust by continually letting them know Scribendi's IT infrastructure is as secure as it can be, most recently by deploying VeriSign® Secure Site Pro with Extended Validation (EV) SSL Certificates. Conversion to sales by site visitors who saw the green address bar leapt by 27% when Scribendi introduced EV SSL.

Industry

- eCommerce

Key Challenges

- Build and maintain the most secure infrastructure possible
- Instill trust by showing strength of security provisions to customers

Solution

- VeriSign Secured® Seal
- VeriSign Secure Site Pro with Extended Validation SSL Certificates

Results

- 27% jump in conversion to sales for IE7 users
- More than 50% growth in revenue in the year EV has been in place
- Fast return on investment

Scribendi

Founded in 1997, Scribendi Inc. was one of the very first companies to embrace the Internet as the basis for delivering English language editing and proofreading services to customers worldwide. By providing immediate attention to customers' documents from its highly experienced staff of editors and proofreaders, the Chatham, Ontario-based company has helped thousands of aspiring novelists, screenwriters, PhD candidates, Web masters, and business leaders turn their raw documents into polished works. With 24x7 service, and a cadre of experts from around the world, Scribendi has quickly become an international force—so much so that the firm's home province presented it with an Ontario Global Traders Award in 2006.

+ Switching to VeriSign® for SSL

The Internet brings a multitude of benefits to Scribendi's business. Customers can securely upload their documents from virtually anywhere on Earth, place orders for services just as quickly, and count on receiving critiques from the firm's experts in the same rapid, secure fashion. No more reams of paper, no more mail delays of days or weeks, and no more laborious transcription of edits into original documents. But the Internet brings concerns at the same time, especially to authors who have perhaps just succeeded in putting their lives' work into compelling prose. It is one thing to hand one's ultimate manuscript to a trustworthy associate sitting across the table—but quite another to send it electronically, with a credit card number to boot, to an amorphous entity on the other side of the world that claims to be trustworthy.

For these reasons, Scribendi has always made it a priority to reassure customers that the firm can be trusted with their intellectual property. "We have worked hard to earn our reputation for leadership in online editing and proofreading, and we fully recognize the importance of security and trust in maintaining that position," said Oxford graduate Terence Johnson, Vice President of Technology for Scribendi. "That's why we switched to VeriSign to provide our SSL Certificates in 2005, using the VeriSign Secured® Seal on our Web site to prove it."

+ Sticking with the Leader for Extended Validation

Ever in search of better ways to ensure security for customer information, Johnson and his staff continued to monitor the industry's developments—especially that of VeriSign Extended Validation SSL Certificates and the now-familiar green address bar that confirms a Web site's identity. "EV made it possible for us to raise our game and do something to fight back against fraudsters who are out to steal people's credit card information, or even worse—in the case of many of our customers—their documents," Johnson explained.

While some firms adopt EV SSL Certificates in response to high abandonment rates or customer complaints, Scribendi acted preemptively. "We decided to go with EV simply because it was the right thing to do," said Johnson. "We wanted to reassure our customers that the firm they're dealing with is genuinely Scribendi, and people know that's what it means when the address bar turns green on their browser."

It was a straightforward decision to stick with VeriSign for EV SSL Certificates, according to Johnson. "We looked at others, but in the field of security, name recognition is vital, and VeriSign is a known leader," he explained. "Besides, we wanted to provide continuity to customers who'd been seeing the VeriSign Secured® Seal on our site for years."

“Our customers entrust us with their manuscripts and documents—their ideas, their intellectual property—so providing the highest level of security and assurance comes naturally to us. We chose VeriSign EV SSL because customers recognize the green address bar as evidence that their information will be safe with us, and understand the thoroughness of the background checks VeriSign conducts to provide this assurance.”

Terence Johnson
Vice President of Technology
Scribendi Inc.

Scribendi completed the EV SSL Certificate implementation on schedule and without surprises. “We’ve never needed much technical support from VeriSign, but their staff has been knowledgeable and responsive on the occasions we’ve worked with them,” Johnson commented. “That gives us confidence that competent support will be there for us if we ever really need it.”

+ Boosting Sales Conversions by 27%

To gauge the effectiveness of VeriSign EV SSL Certificates, Scribendi monitored the rate at which visitors using Internet Explorer 7 (IE7) placed orders during the four months prior to introduction and the four months afterwards. “Conversions went up 27%, which made us very pleased indeed,” reported Johnson. “We chose four-month periods to provide the most accurate statistical comparison possible, isolated from other changes and upgrades that have impacted sales conversion rates. We are confident in our conclusion that this particular increase was directly attributable to the fact that we’d upgraded to VeriSign EV certificates.”

Scribendi restricted the comparison to IE7 users because at the time it was the only browser sure to present the green address bar and the accompanying new field that toggles between the Scribendi and VeriSign names. Firefox users can now enjoy the same reassurances, as will many other users in the future after vendors release new versions of their respective browsers.

+ Building Security into All Communications

Scribendi employs EV SSL end-to-end throughout its business processes. The firm employs encryption for not only all transmissions to and from customers but for all internal communication among its staff as well. “I’ve never met a security measure I didn’t like,” said Johnson. “Security and assurance are critical for legitimate companies of all sizes. Unfortunately, there are some unscrupulous operators in our business, and Internet crooks are getting more sophisticated all the time. Therefore, authors are increasingly concerned—and justifiably so—about protecting their intellectual property. Customers may or may not know Scribendi, but they do know that the green toolbar demonstrates that Scribendi has invested in providing them with top-notch security, and that it indicates that VeriSign has conducted all the necessary background checks to be able to say that we’re reputable and that we are who we say we are.”

Scribendi’s success continues, as evidenced by the firm’s 50%-plus growth in revenues over the year since it introduced EV. The firm’s 150 editing and proof-reading experts process more than six million words every month. Scribendi is thriving in a highly competitive field because of the skills of its people and the strength of its processes, but also in no small part because of the rapt attention the firm pays to the security concerns of its customers.

“We want people to know that we not only offer the best services but also the best security, which we’ve demonstrated by implementing VeriSign EV certificates,” says Johnson, in conclusion. “We definitely made the right decision, and we recommend the same move to any company doing business on the Internet that’s genuine and wants to be perceived as such.”

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