CASE STUDY

PROOF-READING.COM

REGISTRATIONS BOOST 36% UPON SWITCHING TO VERISIGN SEAL

VeriSign®

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PROOF-READING.COM

Proof-Reading.com was established to provide high quality business document proofreading and editing services using all the conveniences of the Internet. Customers employ the Web around the clock from virtually anywhere on earth, not only for ordering and paying for the company's services, but also for transmitting their original documents and receiving professionally edited results.

Unlike other online editing and proofreading services, Proof-Reading.com specializes exclusively in serving businesses and has therefore developed acute expertise in their special needs. From its home base in San Francisco, California, the company manages a team of over 30 professional editors and proofreaders around the world who provide services for an equally dispersed clientele.

PINPOINTING THE REASON FOR ABANDONED REGISTRATIONS

Since 100% of Proof-Reading.com's revenue comes via the Internet, it is absolutely essential that customers feel confident and safe using it as their communications medium. Therefore the company has employed SSL Certificates for data transmission since its founding, always making sure to prominently display the vendor's seal on its site. However, the firm originally chose ***thawte*** as its certificate provider that many customers did not recognize—and it showed on the bottom line.

"Here was the problem," said Darren Shafae, founder and Vice President of Proof-Reading.com. "Before customers can place orders with us, they need to complete an online registration form that asks for their credit card numbers and desired passwords. Once we get them through that door, they learn how good we are and we can count on them for repeat business. But not enough customers were making it through the door, and we suspected it was out of fear for their personal information—probably because they didn't recognize our first SSL encryption provider."

To test whether its suspicions were correct, the firm conducted a survey of all the trust marks on its site to find out how well known they were. The results of the survey showed that the ***thawte*** seal fared much worse than any of the others.

OVERCOMING NAME RECOGNITION PROBLEM BY SWITCHING TO VERISIGN

"Once I realized what the problem was, I knew exactly what to do because of an experience I'd had with another employer," reported Shafae. "At that company we had two sister sites that required people to enter their social security numbers. The two sites were virtually identical except that one displayed the VeriSign seal and the other had a lesser known alternative, and we received significantly more sales via the one with the VeriSign seal. As soon as I learned how poor our SSL vendor's name recognition was at Proof-Reading.com, I immediately switched to VeriSign."

PROOF-READING.COM

SOLUTION SUMMARY

Proof-Reading.com, an Internet-based service specializing in business document proofreading, depends on customers' willingness to provide personal information as part of their online registration process. The company achieved a 36% increase in registrations when it switched to the VeriSign seal due to its industry-best name recognition.*

Industry

- E-commerce

Key Challenges

- Increase number of online registrations
- Overcome customers' security fears

Solution

- VeriSign seal

Results

- Experienced 36% more registrations when VeriSign seal replaced a lesser-known alternative

**Your company's results could vary. VeriSign, Inc. and its subsidiaries make no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein.*

Proof-Reading.com verified that the move to VeriSign made business sense by comparing before-and-after results. During the 12 months before the change, 505 customers completed the registration process. But the figure jumped to 686 for the 12-month period that immediately followed—a 36% increase.* "We made no other changes that might have accounted for the difference," said Shafae. "We're convinced that the improvement is entirely due to the fact that more customers recognize and trust the VeriSign seal and therefore feel safe providing their sensitive information."

At the time of the original purchase decision, Proof-Reading.com was looking to go with a lower cost provider for SSL. "We considered a variety of security vendors at the time we started the company," said Shafae. "Our first priority was cost—we wanted to get started as quickly and inexpensively as possible. So, at the time, we thought ***thawte*** certificate was a good decision. However, our name recognition survey made us start thinking that it's not so much about price as it is the value of the trust the certificate provider could offer—and the comparison we did between the impact of the two seals confirmed it. The extra sales we make because VeriSign's seal totally dwarfs the price difference."

TAKING ADVANTAGE OF STRONG TECHNICAL SUPPORT

Technical support has been another clear differentiator for VeriSign. "They're so much better than anyone else I've ever worked with," said Shafae. "They walk you through every step of the implementation process. Even though I have pretty extensive technical experience, it's great to have them on the team."

Shafae and his team do not have time to interact personally with all of the company's customers, but for larger clients an initial telephone conversion is often required. "The first thing big customers ask about is security of their information," Shafae said, "When I tell them we've got that covered with VeriSign and its SGC Certificates, which help enable 128- or 256-bit encryption to over 99.9% of Web site visitors, they're satisfied and ready to move on to the next subject. They all know VeriSign."

"We're a small company that isn't widely known yet," concluded Shafae. "I think it's doubly important for a smaller firm like ours to take advantage of the name recognition that VeriSign brings. When you're up against better known competitors, every little thing helps—and having VeriSign on your side is a lot more than just a little thing."

ABOUT VERISIGN

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.VeriSign.com for more information.

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Darren Shafae
Founder and Vice President
Proof-Reading.com

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