



CASE STUDY



QuickRooms.com

Online travel agent sees sales increase by 6.75% with VeriSign® Extended Validation SSL Certificates





"Thanks to VeriSign Extended Validation SSL Certificates, we've seen an increase in bookings. For me personally, it just looks better. The green address bar gives customers that extra confidence that the site is safe and trustworthy."

*Stephen Mills, Product Manager
QuickRooms.com*

Industry
Online travel

Site
www.quickrooms.com

Challenges

- Quickrooms.com needed to provide prospects and customers with an extra level of reassurance to demonstrate its trustworthiness
- The company wanted to be as respectable and reliable as other leading Web sites

Solution

- VeriSign® Secure Site Pro with EV SSL Certificates
- VeriSign Secured® Seal

Results

- Sales up 6.75%
- Increased customer trust and confidence
- Easy and cost-effective to implement

Online Travel Agent Increases Sales by Using VeriSign Extended Validation SSL Certificates

Founded in November 2004 QuickRooms.com, is an online shortcut to tens of thousands of hotel rooms worldwide. As part of a publicly listed national travel company, it has negotiated great deals with leading hotel chains, which makes it an attractive, fast and cost-effective way for consumers to book rooms.

The site was already using VeriSign SSL Certificates but decided to upgrade to Extended Validation (EV) SSL Certificates in October 2007. "It was the logical step," explains Stephen Mills, Product Manager for QuickRooms.com. "We wanted to provide an extra level of reassurance to our customers and VeriSign is the most recognisable brand in the market for SSL and online security."

+ Trust and Credibility

Stephen Mills looked at what other leading Web sites used – the banks, eBay, PayPal etc. – and realised that the majority had one thing in common: they all used VeriSign EV SSL Certificates. "It generates an extra level of trust, which helps to turn browsers into buyers" he says. Fraud is less common in his business – as the would-be crook has to turn up at the hotel in person to reap the benefits – and phishing is rare.

However, customers still need reassurance that the site itself is trustworthy. To persuade hesitant travellers to use their credit card, QuickRooms.com had to look and be as respectable and reliable as other leading Web sites. "People are becoming more and more familiar with the green address bar," says Mills. (Extended Validation triggers the display of the green address bar in high-security browsers. This gives visitors a clear indication that the site is secure.)

Because 75% of the QuickRooms.com's traffic comes from Internet Explorer 7, the majority of potential customers can see that the site is using an EV SSL Certificate - highlighted by the green colour of the browser and the name of the company who owns the site in the address bar. It is a clear indication that the company is genuine and cares about its customers' security and privacy.

A further demonstration of QuickRooms.com's commitment to security is their use of the VeriSign Secured® Seal which complements the message of trust given by an EV SSL Certificate. QuickRooms.com displays the Seal prominently at the top of every page alongside the ATOL Protected logo (an important financial protection scheme covering UK passengers in the travel industry). The VeriSign Secured Seal gives users a quick and easy way to confirm that the site really does belong to the company and is not a fake, and when customers book online, they can rest assured that their data will be encrypted as it is transmitted and is completely safe from fraudsters.

+ Business Benefits

QuickRooms.com implemented their first EV SSL Certificate on half of their server base as an experiment to test its impact on the site. The process was straightforward. "The idea was to test to see if the new Certificate would impact sales. The other servers were left running a standard SSL Certificate as a control" says Mills. The results were instant and impressive:



- ⊛ Bookings increased by 6.75% overall with the EV SSL Certificate*
- ⊛ Bookings made using Internet Explorer 7 and Firefox increased disproportionately, suggesting that the latest browsers' support for EV SSL Certificates was a significant factor

Because this was, in effect, an A/B split test with both sets of servers using the same products and the same Web site over the same period, this increase in sales can be directly attributed to the EV SSL Certificates.

Compared to the cost of upgrading, the increased revenue is a significant return on the investment. In fact, QuickRooms.com plans to implement the new Certificates across all its payment sites. Stephen Mills concludes: "EV SSL Certificates are used on all the big e-commerce sites. Now that we have it too, it gives people a feeling of extra security and confidence. The positive results that we've seen prove that confident visitors really do become confident customers."

+ Why VeriSign?

VeriSign (NASDAQ: VRSN) is the trusted provider of internet infrastructure services for the networked world. Billions of times daily, our SSL, authentication, identity protection and registry services help companies and consumers all over the world to communicate and conduct commerce with confidence.

VeriSign is the leading Secure Sockets Layer (SSL) Certificate Authority enabling secure e-commerce and communications for Web sites, intranets and extranets. VeriSign continues to lead the SSL Certificate industry as a member of the CA/Browser Forum, a voluntary organisation that has defined guidelines and means of implementing EV SSL Certificates.

Visit us at www.Verisign.co.uk for more information.

* Your company's results may vary. Contact VeriSign today to talk about how VeriSign can best address your company's security needs.

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