



CASE STUDY

TENLONG COMPUTER BOOKS

***ONLINE SALES INCREASE 30% WITH
VERISIGN® EXTENDED VALIDATION SSL
CERTIFICATES***

WWW.TENLONG.COM.TW



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As online shopping continues to rapidly grow in Taiwan, fraudsters may see this as an opportunity to target unsuspecting shoppers with identity theft, phishing and other online threats. A recent survey by Taiwan's Market Intelligence and Consulting Institute (MIC) indicates that the online shopping market in Taiwan will record total sales of NT\$311.6 billion (US\$94.44 billion) in 2009.

Online retailers need to step up to the mark and ensure their Web sites are sufficiently protected to not only stop these fraudsters from taking advantage of this growth, but more importantly to give customers the confidence to shop online. This is critical for businesses to attract customers in this highly competitive online market.

Tenlong Computer Books is one such retailer that has recognised this and is focused on driving more customers to buy online. But for this to happen, it needed to improve the security on its Web site. It implemented visible, proactive security measures from VeriSign to assure customers that it is safe to shop on its Web site.

From zero security to EV SSL

Established in 1982, Tenlong Computer Books operates both physical and online bookstores that service the Taiwanese IT industry. Since establishing its retail presence online six years ago, the company has continued to grow from strength to strength, with approximately 46,000 Web site visitors every month and over 60,000 online members.

With no previous security in place to protect its members when purchasing books online, Tenlong Computer Books found that about half of all transactions were abandoned at the shopping cart stage, with customers leaving the Web site before submitting their credit card details and other personal information due to security concerns. This also led to a number of customer complaints relating to the lack of security. Not only is this poor from a perception point of view, but it also took staff away from focusing on other business functions.

Recognising the need to improve the security on its Web site to retain current customers and attract new ones, Tenlong Computer Books looked to several prominent and successful online businesses to assess how they protected their customers. With online leaders such as Amazon and eBay using VeriSign® Extended Validation (EV) SSL Certificates, it had no hesitation in approaching VeriSign to help ensure the future success of its online business.

Visual cues transform shoppers' opinions

In June 2009, Tenlong Computer Books implemented VeriSign EV SSL Certificates on its member login page and also prominently displayed the VeriSign Secured® Seal. Not only do EV SSL Certificates help to build and maintain trust, but they also play an important role in increasing sales and improving the company's bottom line.

"VeriSign EV SSL Certificates now give our customers the peace of mind they are looking for to make better purchasing decisions online, as well as encourage new customers to shop on our Web site," said Li Chiao Chang, General Manager for Tenlong Computer Books.

VeriSign's EV SSL Certificates provide immediate visual cues to Tenlong Computer Books' customers using the latest Web browsers that currently support EV SSL. The address bar turns green and a new field displays to the right of the URL in the browser. This field contains the name of the organisation that owns the site as well as the security provider that issued the certificate, such as VeriSign. For those without the latest browsers, the VeriSign Secured Seal offers this reassurance.





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The visual cues are in addition to the 128-bit encryption provided by VeriSign's EV SSL Certificates, enabling site visitors to experience the strongest SSL encryption available to them.

"VeriSign EV SSL Certificates were easy to implement, only taking the technical team a couple of hours," said Ms Chang. "We've had no problems at all, so we haven't required any further support. However we know that if we do need help VeriSign is able to support us locally."

Education is key

As the most respected and trusted SSL authority on the Web, VeriSign is the EV SSL Certificate provider of choice for more than 13,000 online businesses. In fact, more than 93 percent of the Fortune 500 and 97 of the world's 100 largest SSL-using banks secure their sites with SSL Certificates sold by VeriSign¹.

"We are very happy with the protection that VeriSign EV SSL Certificates provide to us and our customers," said Ms Chang. "VeriSign is the market leader and a reputable brand that our customers know and trust. This helps us in educating our customers and demonstrating that our Web site is a safe place to shop."

In addition the visual cues provided by VeriSign EV SSL Certificates and the VeriSign Secured Seal, Tenlong Computer Books has also included details about the protection of its Web site online to help educate customers and answer any questions they may have.

Online sales increase 30 percent

To measure the effectiveness of VeriSign's EV SSL Certificates, Tenlong Computer Books monitored online sales increases by customers over the two months after deployment. It experienced over 30 percent uplift in the number of orders placed online.

This also reflects the positive influence at the shopping cart, with abandonment rates dropping from 50 to 20 percent in two months.

"Customers like to see the green bar and they are now more comfortable buying books from us online," said Ms Chang. "With such a strong word-of-mouth community in IT, hopefully we will now see lots of new customers coming to shop online with us as well."

In addition to increased sales, complaints from concerned customers about the security on its Web site have ceased. According to Ms Chang: "Since implementing VeriSign EV SSL Certificates, there have been no complaints relating to security. We do not have to spend any time dealing with customer issues anymore, freeing up staff to focus on other business functions and improving our bottom line."

With the assurance its Web site and customers are protected at all times, Tenlong Computer Books can continue with what it does best – selling books to the IT industry in Taiwan.

Visit www.Verisign.com.au for more information

¹ Includes VeriSign's subsidiaries, affiliates and resellers

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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