



CASE STUDY

DIRECTLINE HOLIDAYS

WWW.DIRECTLINE-HOLIDAYS.CO.UK

***ONLINE TRAVEL FIRM BOOSTS SECURITY,
CONFIDENCE AND SALES***



ONLINE TRAVEL FIRM BOOSTS SALES WITH VERISIGN EXTENDED VALIDATION SSL CERTIFICATES AND VERISIGN SECURED SEAL

When directline holidays wanted to enhance the security of its websites it turned to VeriSign. The company is one of the UK's most-visited online travel companies. With six different sites, including directline-holidays.co.uk, it offers a more than 12 million packaged holidays and tailor-made trips. With 70 employees, the Surrey-based company has annual revenues in excess of £60m.

The travel firm competes with many other online travel companies and its success depends on differentiating itself from the competition. Earning customers' trust is one way to do it. After all, holidays are among the most expensive purchases that people make. This is why the company chose VeriSign to secure online transactions and reassure holidaymakers that the business cared about their privacy and safety.

Trust and confidence

"We wanted to reinforce our messages of security with a recognisable symbol," says Matt Adams, Head of Marketing at directline holidays. He says that they were looking for a reliable, trustworthy company with a market-leading solution. The choice was easy: "we had no doubt that VeriSign is the only choice for any company who takes ecommerce seriously."

Beginning with one site, as a trial, directline holidays deployed VeriSign® Extended Validation (EV) SSL Certificates to secure customer transactions. As customers enter the protected part of the site, directline holidays also displays the VeriSign Secured® Seal. The Seal is displayed prominently at the top of the page within the payment area. They also added a section about VeriSign to their 'Book with confidence' page alongside other trust marks such as the ATOL Protected and ABTA logos. Once the trial proved successful, the company added EV Certificates and the VeriSign Secured Seal to their remaining sites.

To ensure only reputable companies display the VeriSign validation on their websites, each and every one is vetted. "After VeriSign had validated our website, technical installation of the certificate took just an hour," says Matt Adams.

The VeriSign solution

VeriSign EV SSL Certificates with SGC, help enable 128- or 256-bit encryption to over 99.9% of Website visitors and are backed by rigorous checks to authenticate the company behind the Website. On the latest browsers, used by the vast majority of internet consumers, EV SSL Certificates display a reassuring green background in the address bar along with the name of the company.

This is impossible to fake, so it gives customers an extra and visible level of reassurance when they enter their credit cards and personal information.



In addition, directline holidays also displays the VeriSign® Secured Seal. This is another visible display of trust and it allows customers to check that the SSL certificate is valid and the site is secured by VeriSign. For the few customers with older web browsers, this additional reassurance is especially important because they find the VeriSign name so trustworthy.

Benefits of improved security

Together, EV SSL Certificates and the VeriSign Secured Seal show potential customers that directline holidays takes their privacy and security very seriously.

The results have been impressive. Conversions are up by 8%*. This is a tremendous return on investment for a few hours' work and considering the marginal extra cost of VeriSign EV SSL Certificates compared to less recognised website security.

Not only did directline holidays see an increase in conversion rates for customers using Internet Explorer 7 and 8 (which are fully compatible with EV SSL certificates) but, thanks to the VeriSign Secured Seal, they also saw an improvement for people who used older browsers too.

“Security, safety and privacy are important to us because they’re important to our customers,” Says Matt Adams. It’s not enough to have the latest technology, it’s also important that this is visible too. Thanks to VeriSign, directline holidays have been able to do both. The result? Matt Adams says, “A better, more reassuring customer experience.”

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 currently focused on EV SSL Certificates.

Visit www.Verisign.ch 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. VeriSign, the VeriSign logo, the checkmark circle, and other VeriSign trademarks, service marks, and designs are registered or unregistered trademarks of VeriSign, Inc., and its subsidiaries in the United States and in foreign countries.

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06/08/2009
Decypher London