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Creating Trust Online™

Comodo Helps Leading Cutlery E-Merchant Achieve New Heights in Online Sales

Case Study

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Business Challenge

Customers can't be sure that the website they are viewing is the authentic page of the merchant. If it's not, their information is not safe, and customers fear to trust online merchants.

24% of consumers refuse to conduct business online due to fear of online fraud. This fear is the product of exceedingly clever hackers who know how to violate a user's trust in an external website.

Fraudulent websites can mimic authentic, secure web traffic. Fraudulent websites have gotten advanced enough that intensely detailed, legitimate-looking sites can collect sensitive information and even steal your identity.

Without any method of verification, there is no way of knowing which sites are legitimate and which ones are fraudulent. This has damaged user trust with web interfaces, particularly when users encounter a new website and can't verify the site's authenticity on their own.

Additionally, many authentic websites are unable to protect their users' secure, private information from invasive hackers. Many customers don't want to deal with online sales, even if they trust a website, out of fear that their information will be stolen.

Background

When customers are deciding to buy a product from a new website, security is often their main consideration when deciding whether to transact with the site. Excalibur Cutlery, which has sold a wide range of cutlery products since 1978, places special emphasis on its ability to meet customer needs. A year after launching its website, Excalibur was having problems acquiring customers for online sales, and it came to Comodo to ensure its potential customers' trust in their web interface at ExcaliburCutlery.com.

Solution

Give site visitors the ability to verify web content.

If Excalibur could assure its users that its website was authentic and secure, it would be more likely to engage new customers and increase its overall sales. Comodo worked with Excalibur to make sure that users could identify that their website was authentic, and make sure customers felt safe engaging in business on ExcaliburCutlery.com without hesitation.

How It Works

Digital Certificates provide proof of authenticity and security.

To earn this security, Excalibur used Comodo's eCommerce Accelerator Kit. The eCommerce Accelerator Kit features the following services from Comodo:

1) EV SSL Certificates to secure site authenticity

An Extended Validation Secure Socket Layer Certificates (EV SSL Certificate) is one of the strongest and most failsafe methods of indicating to users that an eCommerce website is secure and trustworthy. Like many similar digital certificates, an EV SSL Certificate places a seal on a web page that assures users of that web page's security. What differentiates EV SSL Certificates, however, is that they also allow users to access information about the website they are using, including the website's owner, its company's profile, and contact information. This information helps further guarantee the authenticity of a website to users.

2) HackerProof Service to assure information privacy

Even if Excalibur had proven its authenticity, some users might still fear that the site was vulnerable to attacks from hackers that could steal private and sensitive information from the website. Comodo's HackerProof Service tests websites daily to expose any vulnerabilities to invasions by hackers. When the scan ensures that the website is "anti-hacker," Comodo places a HackerProof certificate on each website it tests, and lets users see when the website has last been tested. A HackerProof certificate is a trustworthy sign of security and is featured on over 100 million websites worldwide.

3) UserTrust Feedback to assure customer satisfaction

UserTrust is a free service from Comodo that gives eMerchants the opportunity to gauge the opinions of their customers in order to improve visitor retention and conversion. When customers click on the UserTrust certificate, they are given the opportunity to rate the website

"The "man-in-the-middle" attack, as it is known, is a common spam message over email and can often exist on websites as well. In this instance, when an e-commerce website is involved in a transaction with a customer, an independent party will intercept the information from the website. This independent party will then engage with customers while pretending to be an authentic website, and thus acquire sensitive information. Many of these websites offer sophisticated design and assurances of their security, and can often be virtually indistinguishable from the actual site it mimics.

"Before we adopted Comodo, we were not achieving great business results because our customers did not trust our site as much as we needed them to." said Thomas Goodman, Internet Retail Manager at Excalibur Cutlery. "We decided to replace all our previous security solutions and use Comodo's eCommerce Accelerator Kit instead. The results have been amazing."

In order to obtain an EV SSL Certificate, companies go through a rigorous background investigation that requires extensive proof of identity. Companies must prove that their business is legitimate and government-approved, and that the company sells what it purports to sell. This verification process makes the EV SSL Certificate one of the most secure, trustworthy signs of authenticity on the Internet, and should leave no doubts in visitor's mind that a site is authentic."

and provide comments on what they like about the site and how it can be improved. These responses, whether positive or negative, are displayed publicly to future users. UserTrust helps websites respond to feedback from previous customers. Additionally, the public display of past comments earns the trust of new users by display assurances of the site's authenticity and security from other users.

For more information about Comodo's eCommerce Accelerator Kit, please visit:
http://www.comodo.com/accelerator_kit/

Results:

- After decreasing online sales before using Comodo's services, Excalibur's monthly sales increased in every individual month in the five months since it began working with Comodo. Over the last two months of that growth, the rise in sales nearly tripled its previous highest rate of increase.

- The average value per order on ExcaliburCutlery.com grew by over 250%, from $34 per order to $120. "Business is good here at Excalibur," says Goodman, so much so that the company has planned on upgrading its servers.

- ExcaliburCutlery.com's conversion rate from visitor to customer improved dramatically.

- Users are spending an increased amount a time on Excalibur's Website; increasing the average time spent on a website has been proven to be linked with higher rates of conversion of visitors into customers.

- Multiple users have left positive feedback through Excalibur's UserTrust certificate.

About Comodo

The Comodo companies provide the infrastructure that is essential in enabling e-merchants, other Internet-connected companies, software companies, and individual consumers to interact and conduct business via the Internet safely and securely. The Comodo companies offer PKI SSL, Code Signing, Content Verification and E-Mail Certificates; award winning PC security software; vulnerability scanning services for PCI Compliance; secure e-mail and fax services.

Continual innovation, a core competence in PKI, and a commitment to reversing the growth of Internet-crime distinguish the Comodo companies as vital players in the Internet's ongoing development. Comodo secures and authenticates online transactions and communications for over 200,000 business customers and 10,000,000 installations of desktop security products.

For additional information on Comodo - Creating Trust Online™
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