

> SMB SNAPSHOT The Gold Bullion Company



THE ORGANISATION

WEBSITE: thegoldbullion.co.uk

HEADQUARTERS: Birmingham, U.K.

THE SOLUTION

- Symantec™ Secure Site SSL Certificates

WHY SYMANTEC

- Globally trusted Norton Secured Seal
- Symantec reach, experience, and professionalism

THE INFRASTRUCTURE

- Applications: Customized CentOS Apache platform, cloud based infrastructure, and bespoke CRM to serve clients



Situated in the heart of England, in Birmingham's world famous Jewellery Quarter, The Gold Bullion Company offers fine gold, silver, and gold coins for investment or gifts. Associate company Sabre Jewellery Ltd is a member of the British Jewellers Association, and has been selling award-winning gold and silver jewellery to most retailers, wholesalers, and independents for more than 16 years.

THE CHALLENGE

The two most important credentials for selling gold, silver, or platinum online are trust and confidence. Transactions can range from Gold Sovereigns and American Gold Coins, right up to a one kilo gold bar, currently priced at £34,641 (\$53,633) on The Gold Bullion Company website. At these levels of eCommerce value, the tens of thousands of customers using the site don't just want gold, they want a cast-iron and copper-bottomed guarantee that their transaction is safe and secure.

According to the IT project manager at The Gold Bullion Company, once customers had used the service to buy gold, the volume of repeat business was very high—as much as 34 percent on average. The fundamental problem lay in attracting new customers. “We had many new customers browsing the site, but the basket abandonment rate was too high; too many hesitated when it came to the external SagePay credit card payment stage,” he explains. “We wanted new and existing customers to have 100 percent confidence in our service, and to treat online gold purchases with the same degree of trust as they would for online supermarket shopping.”

Steps had already been taken in that direction. The Gold Bullion Company already scores 4.9 out of five for user satisfaction on the eKomi feedback collection service. Google gives the company a five star review, based on some 1,500 seller reviews. The Gold Bullion Company also uses the Verified by Visa service and is the authorized distributor for Metalor, Umicore, and Royal Mint products.

However, the company wanted more. It believed that bringing the payment pages in-house—so customers were no longer directed to the third-party SagePay page—and securing these payment pages with an SSL certificate would raise the site's security and trust to a whole new level, bring new customers over the barrier to purchase, and build customer confidence. A secure self-signing architecture was never on the radar: the team recognized that besides the higher total cost of ownership, self-signed SSL certificates would increase the company's exposure to advanced, persistent threats and undermine the all-important customer trust.

THE SOLUTION

Alongside Symantec, The Gold Bullion Company shortlisted a number of other vendors, including Thawte, Go Daddy, GeoTrust, and GlobalSign. However, the company believed that none of these offered the equivalent consumer impact and recognition to Symantec SSL Certificates. “The Symantec brand is invincible and is trusted and respected globally,” says the company spokesperson. “Symantec also has a first-class track record: their SSL Certificates secure many of the world's largest and most respected web sites worldwide.”

Symantec Secure Site SSL Certificates are used at every step of the purchase cycle, from account creation and order management, through to order history, and order performance. Crucially, SSL Certificates are also used at the card payment gateway. Instead of customers being directed to the SagePay site, they remain within The Gold Bullion Company pages. In their shopping basket, customers will notice that the URL is a secure 'https' transaction. The 256-bit encryption secures online transactions and regular website malware scanning shows customers that the company is committed to keeping them safe.

Moreover, when customers click on the prominent Norton Secured Seal, they can see that The Gold Bullion Company is a valid business, data is encrypted, and that the company passed the malware scan that very same day.

THE BENEFITS

Live for three years, the switch to internal payment pages, hosted by The Gold Bullion Company, and the Symantec Secure Site SSL Certificates are helping to drive traffic to The Gold Bullion Company website and reduce abandoned transactions. Indeed, since going live, the abandonment rate has dropped by an average of 20 percent, enabling the company to grow revenues and attract more loyal customers (remember, once customers have used the service one, they tend to quickly become sticky, gaining confidence and becoming repeat customers).

There is also something more intangible—but undoubtedly the most important benefit of all: customer confidence. The Norton Secured Seal is the hallmark of trust, security, and dependability. “We want our customers to feel 100 protected when they buy gold, silver, or platinum from The Gold Bullion Company. The Norton Secured Seal, one of the most trusted marks on the Internet, gives customers the faith they are transacting with a trusted supplier—even if the gold purchase is valued at \$150,000,” says the spokesperson.

The Gold Bullion Company also benefits from world-class 24x7 customer support and online management. Working with the Symantec Trust Center, the team has complete visibility and control of their SSL certificates and services. With a single sign-in, they can renew, upgrade, buy, activate services or access a backup.

“We would never swap these SSL Certificates in a million years. They have helped the company cut through the basket abandonment rate, give customers a sense of complete protection, and enable ultra-high value products to be sold with confidence through the Web,” he concludes.

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IT Project Manager, The Gold Bullion Company