

> SMB SNAPSHOT Fresh Water Systems, Inc



Founded in 1989, Fresh Water Systems provides water treatment equipment and plumbing supplies to residential, commercial, and pharmaceutical customers throughout the country. From its Greenville, South Carolina, headquarters, Fresh Water Systems operates a web store that carries one of the largest selections of water filtration systems, replacement filters, and plumbing supplies.

THE CHALLENGE

With a mission to improve the quality of life through the quality of water, Fresh Water Systems has built its reputation on providing the filtration and plumbing supplies that businesses and consumers need to ensure fresh, clean drinking water. As David Tallon, E-Commerce Marketing Director at Fresh Water Systems, says, "Fresh Water Systems is more than an online retailer, we're water quality experts. In addition to solving their specific water quality issues, our customers expect us to provide competitive pricing and easy online ordering."

Water purity isn't the only thing customers want to feel secure about when they purchase from Fresh Water Systems. They also want the assurance that their personal and financial information will remain safe when they transact business on the company's web site. If Fresh Water Systems is unable to convey that sense of security, it loses a critical step in its ability to convert sales. "In today's competitive e-commerce landscape, having a well-designed web site and competitive pricing is not enough," says Tallon. "Consumers need to be assured that your web site is doing everything possible to protect customers' personal and financial information. Otherwise, you run the risk of losing them during the purchase process."

THE SOLUTION

For years, Fresh Water Systems has been using SSL Certificates to secure its web store and provide customers with that much-needed confidence that their credit card data and other personal information is safe. In 2002, the company switched from a lesser-known security certificate provider to VeriSign to provide further reassurance. "With VeriSign SSL and the VeriSign Secured Seal, we knew we could virtually eliminate customers' concerns about security," Tallon says.

When Tallon learned that VeriSign® Secured Seal would soon become the Norton Secured Seal, he had no doubts that Fresh Water Systems would continue to see great results. To confirm his predictions, Tallon conducted an A/B test comparing the VeriSign seal to the new Norton Secured Seal. Not only did the new secured seal perform as expected, it even improved results in some areas.

As Tallon explains, the test was conclusive after a very short time. "We only had to run the A/B test for three to four weeks to get a large enough data sample and see clear results," he says. "Now, after reviewing the data, it appears that the Norton seal had a positive impact on one of the most critical steps in our customer conversion funnel, the customer sign-ups and log-ins."

THE BENEFITS

Tallon believes that the uptick in customer sign-ups and log-ins can be attributed to Norton's reputation as a leader in antivirus and malware protection. "Anytime you have strong, well-known brands like VeriSign and Norton, it is imperative that you communicate the benefits of the synergy between them," he says. "The Norton Secured Seal does just that. Customers see it and get an extra boost of confidence at a critical juncture in the purchase process. The benefits of that are immense."

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E-Commerce Marketing Director, Fresh Water Systems

THE ORGANIZATION

WEBSITE:
www.FreshWaterSystems.com

INDUSTRY: Water treatment e-commerce

EMPLOYEES: 28

LOCATION: Greenville, South Carolina

THE SOLUTION

- Norton™ Secured Seal
- Symantec Extended Validation (EV) SSL Certificates

WHY SYMANTEC?

- Industry leading security provider recognized by customers around the world
- Synergies between leading data and virus protection brands boost customer confidence
- EV SSL green bar and the Norton Secured Seal provide instant indicator that customer data is safe

