

> SMB SNAPSHOT Rose Versand GmbH



Founded in 1903, Rose Versand specializes in selling sport bicycles, bicycle parts, and accessories to customers around the world. Located in Bocholt, Germany, the company employs almost 250 employees who process as many as 6,000 parcels and during the high season build approximately 120 custom-configured bicycles each day. In 2005, Rose opened BIKETOWN, its premier retail location that has been called “the world’s most beautiful bike shop.”

THE CHALLENGE

In 100 years, Rose Versand has grown from being a small bike shop in Germany to one of the world’s largest specialty bike retailers. Key to the company’s growth has been its ability to build trust with customers around the world. “We offer 20,000 products through a web store that’s available in seven different languages,” says Stefan Essing, e-commerce manager at Rose Versand. “Even if a customer never visits our retail location in Germany, we have to help them feel comfortable enough to buy from us online.”

As Essing points out, robust security from a well-known provider is critical to gaining customer confidence. “In e-commerce, securing credit card transactions is essential. No one will buy from you if they believe their financial data is at risk,” he says. “That’s why we believe it’s important to choose security that not only delivers rigorous protection, but is also easily recognized by customers.”

For Rose Versand, using secure sockets layer (SSL) Certificates to secure the organization’s web store is the obvious choice. But finding an industry-leading SSL security solution that would be familiar to customers in Germany and around the world was the company’s top priority.

THE SOLUTION

When the Rose Versand team began looking for SSL security, it researched which providers were the most well-known by customers worldwide. The team quickly decided that SSL Certificates from Symantec met their company needs very

closely. “Symantec is a global company that has a reputation for excellent security solutions,” Essing says. “We knew that our customers, both in and outside of Germany, would recognize the Symantec name.”

To give customers an unmistakable signal that their transactions are safe, the team opted for SSL Certificates with Extended Validation (EV). “With EV SSL Certificates, customers see a green address bar in their web browsers,” says Essing. “It’s an obvious sign that it’s safe to enter payment information and click the buy button. Customers can’t miss it.”

THE BENEFITS

Rose Versand has been using the Symantec solution on its website for almost five years, and Essing can measure the benefits on a day-by-day basis. “We compared conversion rates between browsers that can display the green EV SSL bar and those that can’t over the same two-day period this year and last year,” he says. “During both periods, conversion rates were 45 to 60 percent higher for customers who could see the green EV SSL bar. All of those additional conversions have been great for our bottom line.”

According to Essing, customers also tend to purchase more items when they see the green EV SSL bar. “We’ve noticed that the average value of each shopping cart transaction increases when customers use EV SSL-enabled browsers,” he says. “The green bar clearly makes a big difference in shoppers’ behavior, and it’s made a significant impact on our sales. Any way you look at it, EV SSL has been a terrific addition to our web site.”

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Stefan Essing

E-Commerce Manager, Rose Versand

THE ORGANISATION

WEBSITE: www.roseversand.de

INDUSTRY: Retail

EMPLOYEES: 250

HEADQUARTERS: Bocholt, Germany

THE SOLUTION

• VeriSign Extended Validation (EV) SSL Certificates from Symantec™

WHY SYMANTEC?

- Industry leading security provider recognized by customers around the world
- Extended Validation (EV) SSL Certificates build trust in online shopping experience
- Green EV SSL bar increases conversion rates