



Adventure Travel E-Commerce Site Boosts Consumer Confidence with GeoTrust® SSL Certificates

Launched in July 2011, Wish.co.uk (Wish) is an e-commerce site that sells a wide variety of getaway and experience packages primarily to consumers in the United Kingdom (U.K.). These offers range from brewery tours to learning how to drive a tank or fight for survival in simulated zombie apocalypse scenarios. No matter which adventure a customer chooses, Wish just wants to show them a good time. The same is true for the online shopping experience on Wish.co.uk, where the company's stated goal is to "make shopping with us as much fun as the experiences we sell."

Challenge: Differentiate Company from Incumbent Competitors in New Market

While many of its adventure offerings may be unique, Wish isn't the only vendor selling customized travel packages in the U.K. The fledgling site faces competition from incumbent companies that have been in the business for years. "Our competitors are well-known throughout the U.K.," says Richard Kershaw, owner and founder of Wish. "We're basically a start-up competing against these brands."

Kershaw also notes that a rise in hacking and cyberattacks has left consumers feeling wary of purchasing from a new business. And with the high-profile financial difficulties of a major competitor in 2005, many U.K. consumers became worried that adventure travel companies were simply not stable enough to be trusted with sensitive financial information. "Consumers have trust issues with our entire sector," notes Kershaw. "In order for them to spend their hard-earned money with us, they want to know that their investment and financial info will be safe. Therefore, we needed to use every available resource to reassure prospective clients that we are worthy of their trust."

Solution: Well-Known Security Solution Helps Establish Prospects' Confidence

When Wish.co.uk first launched, the company chose a secure seal provider based on price point alone, selecting one of the least expensive options available. It wasn't until receiving feedback from customers that Kershaw knew that the company's legacy SSL certificate vendor wasn't providing enough reassurance, so he began looking for another option. "One day, I was having a discussion with a purchaser on her reservations about booking with us. She didn't feel her financial information was safe since there was no green bar at the top of her browser," says Kershaw. "I was genuinely shocked when she mentioned that, because I was under the impression that the average customer was unaware of these security measures. Obviously, she proved me wrong."

Learning from this experience, Kershaw began researching different SSL certificate vendors. He found GeoTrust to be particularly renowned throughout the e-commerce industry. In November 2011, Wish transitioned seamlessly to a GeoTrust True BusinessID with EV (Extended Validation) SSL Certificate.

Solution Summary:

Wish.co.uk, a start-up adventure tour company, wanted to show prospects that the company placed a premium on security. To accomplish this goal, the Wish.co.uk team selected GeoTrust as its SSL provider. Armed with GeoTrust SSL security, the site has been able to activate a new and untapped customer base.

Industry: Adventure Travel

Key Challenges:

- Create a trusted online presence in a crowded competitive space
- Assure consumers that their sensitive financial data is protected
- Reflect key brand values with a fun, worry-free online shopping experience

Solution: GeoTrust® True BusinessID with EV (Extended Validation)

"From a consumer point of view, I think having a green bar goes the extra mile to show new clients that their data is safe."

—Richard Kershaw,
Founder and Owner, Wish.co.uk



Results: Reputable Security Vendor Helps Attract New Audience and Drive Sales

Kershaw believes that the presence of the EV green bar is crucial to gaining the trust of prospects, especially when cyberattacks continue to make front-page news. "From a consumer point of view, I think having a green bar goes the extra mile to show new clients that their data is safe," he says.

As Wish expands its offerings and extends its reach to new markets, the company continues to attract significant attention from global media outlets. As a result, the company has attracted and engaged an unexpected number of consumers who are new to the adventure travel industry. "Initially, we thought we'd be taking the bulk of our business from our direct rivals," says Kershaw. "But with our company receiving more press coverage than ever, we're finding that most of our customers are coming to us completely fresh. With that level of attention, it's all the more important for us to emphasize that our commitment to security hasn't changed."

Future: More Markets, More Competitors, and a Commitment to Distinction

Maintaining the momentum of its rising popularity, Wish plans to increase the number of packages it offers. "Since our best-known product is the 'Zombie Shopping Mall,' where you can train for and fight in a mock zombie apocalypse, we're planning more undead-themed events," says Kershaw.

In addition to expanding its portfolio of adventure packages, Wish will continue to break into new markets and take on even more rivals. "Our main goal is to bring unique thrills and adventures into more people's lives," says Kershaw. "If our customers are anxious about security, then we haven't reached our goal. GeoTrust gives our customers the peace of mind they need to simply have fun."

About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority. GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for reliability, quality and convenience.

Contact Us

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Results:

- Activated a new and untapped customer base
- Reassured consumers that their private information will remain secure
- Helped pave the way for continued expansion around the globe