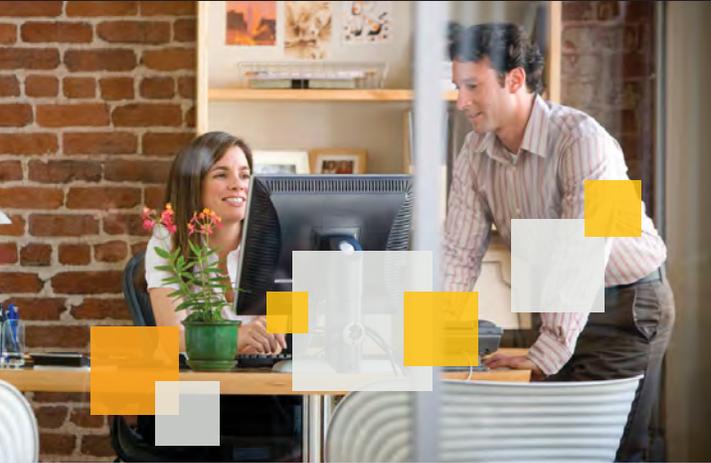


# > SMB SNAPSHOT KEESPEEK



## THE ORGANIZATION

**WEBSITE:** www.keespeek.com

**INDUSTRY:** Online Education

**EMPLOYEES:** 20

**LOCATION:** Los Angeles, California

## THE SOLUTION

- Symantec Secure Site SSL Certificate
- Norton™ Secured Seal

## WHY SYMANTEC?

- Industry-leading security provider recognized by customers around the world
- Symantec SSL Certificate builds trust in online customer experience
- Norton Secured Seal performs strongly in A/B testing



Founded in 2008, Keespeek remains one of the few English education websites to focus strongly on pronunciation. In just a few years, the California-based company has served over 1,000 worldwide users with its Voice Analysis Engine and real-time instructor feedback. Currently enjoying a 20 percent year-over-year enrollment increase, Keespeek plans to expand its international business and forge new partnerships with educational institutions.

## THE CHALLENGE

While the company has already experienced great international success, Keespeek's ambitions are much larger. "When people think of online video, they think of YouTube," says Chief Technology Officer Paul Liu. "When they think of English pronunciation, we want them to think of Keespeek."

The Los Angeles-based company is well on its way to achieving this goal. Among the features that set Keespeek apart from its competitors is an online forum where students can practice their speech. Most impressive, though, is the ease of use that comes with no necessary software downloads.

"This was one of our key focuses during development," Liu says. "We are marketing to countries in the developing world, so we need to use technology that requires minimal technological resources on the client side."

Perhaps the most important considerations are the customers' security and comfort when it comes to conducting international business online. "It's important to reduce the level of anxiety when our customers send their financial information to us," says Keespeek CEO Jasper Chou. "Once we earn their trust, we can provide them with a continuous stream of quality service."

## THE SOLUTION

As Keespeek was preparing to open its site to the public, the company knew that it needed an SSL provider to help build a secure portal. "We needed to satisfy both the technology side and the marketing side, and we found that in Symantec," says Liu. "Our decision to go with a globally recognized vendor appealed to customers and let them feel safe."

As an IT veteran, Liu had been familiar with Symantec's long-standing international reputation since the early 1990s. "The company has been doing the same thing for so long, all around the world," he says. "English education is worldwide, and to me, brand recognition is more important than anything else."

## THE BENEFITS

With the trust that comes with Symantec SSL Certificates, Keespeek was able to build an impressive customer roster with strong potential for expansion. "Since the launch of our beta services, we have seen tremendous growth in mostly Asian countries," says Chou.

The SSL certificate's impeccable performance also enabled the company to free up precious resources. "It has helped my technical team to allocate more time to other areas of our website," Chou says. "Our new API revenue stream will allow Keespeek to expand into verticals and give more credence to our technology."

Upon learning of VeriSign seal's transition to the Norton Secured Seal, Keespeek underwent three months of A/B testing on both their home and signup pages. The Norton Secured Seal garnered the same traffic and conversion rates as the VeriSign seal. "Like VeriSign, Norton is a brand that is recognized by the public and by the industry," says Liu. "It just makes it easier for customers to trust our site, sign up, and proceed with using our product."

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**—Paul Liu**

Chief Technology Officer, Keespeek

