

> SMB SNAPSHOT PAYMENT SYSTEMS GROUP



Formed in 2000, Payment Systems Group (PSG) is a leading payment technology and software provider based in St. Louis, Missouri. PSG provides payment solutions for more than 100 clients, including credit card processing, electronic funds transfer, biweekly mortgages, and auto loan acceleration programs. PSG's solutions are tailored to meet each client's needs, and in many cases, have been completely customized to address a specific business goal.

THE CHALLENGE

In 2010, PSG launched MakeMyPayments.com, a web-based loan management tool. With this website acting as the storefront for the company, PSG needed a trusted SSL certificate and website security provider to let prospects and customers know that their financial data was protected. Because the company competes with loan acceleration programs at large banks, it was particularly important for them to assure customers that PSG could offer the same level of security as a major financial institution.

"When customers go to MakeMyPayments.com, we need to make a great first impression," says Grant Szalay, the company's President and Chief Executive Officer. "It's paramount for them to feel safe when they're managing their funds here. Trust and security are the two fundamental impressions that we want to make."

THE SOLUTION

PSG tested approximately nine different SSL certificates in 2011, and found Symantec to be the most recognizable security provider among consumers and brokers. "We did a lot of market research, and people responded when they saw the VeriSign seal," says Szalay. "Other brands just didn't have the same impact."

When initially launching the site, PSG opted for the Symantec Extended Validation (EV) SSL Certificate, which Szalay says goes a step further than other SSL certificates to help ensure trust with consumers. The EV SSL certificate turns the address bar green to verify that a page is protected. "When a customer sees the green bar, they think, 'Okay, I'm safe here,'" says Szalay.

THE BENEFITS

The transition to Symantec from the VeriSign brand was seamless for PSG. Unlike with previous SSL certificate vendors, the company found Symantec's certificate management to be intuitive and low-maintenance. "Symantec's management console is superior to other vendors that we've evaluated," says Szalay. "Renewing a certificate is simple and straightforward."

The switch to Symantec boosted customer retention while increasing conversion rates. Better yet, retention and conversion rose even more after the transition from VeriSign seal to the Norton Secured Seal. Szalay notes that when the company conducted an A/B split test between the two seals from January through March, 2012, the Norton Secured Seal performed better than the VeriSign seal across the board. PSG saw a 10.88% increase in conversions at a 93% confidence level from January through March, 2012.¹

"We knew that customers trusted VeriSign," says Szalay. "It turns out that they trust the Norton name even more. We do whatever we can to put our clients at ease so that they can make an informed decision based on what we have to offer, not based on anxiety or fear. The Norton Secured Seal gives them the confidence they need to do just that."

THE ORGANIZATION

WEBSITE:
www.PaymentSystemsGroup.com

INDUSTRY: Payment Technology and Software Provider

LOCATION: St. Louis, Missouri

THE SOLUTION

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

WHY SYMANTEC?

- Industry-leading security provider recognized by customers everywhere
- Trusted Website Security Solutions vendor gives prospects and customers confidence

"When the customer goes to MakeMyPayments.com, we need to make a great first impression. It's paramount for them to feel safe when they're managing all their funds here. Trust and security are the two fundamental impressions that we want to make."

—Grant Szalay

President and CEO, Payment Systems Group



1. Data provided by customer.

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