Leading European Travel Company Uses Thawte SSL Certificates to Build Trust with Customers and Grow Business Online
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In Europe, TUI is synonymous with travel. The corporation operates a broad range of travel companies, from its highly popular and widespread travel agencies, to its airlines, to its Robinson Resort chain, and more than 260 hotels. These businesses serve 30 million customers in 180 countries worldwide, generating €16 billion in revenue and helping TUI become a household name around the globe.

Challenge
SECURE ONLINE TRANSACTIONS SO CUSTOMERS FEEL SAFE BOOKING TRAVEL ONLINE

TUI prides itself on providing superior customer service across all of its nearly 200 brands, so it’s no surprise that ensuring trust in its travel booking sites is one of the company’s top priorities. “Many people are accustomed to going into a travel agency and working with an agent to book their flights and hotel stays,” says Alexander Bialas, Senior Manager at TUI. “People trust their travel agent, so we need to provide the same level of comfort and safety on our travel websites.”

Bialas isn’t the only one who thinks that online trust and safety are important. According to EyeForTravel, a source for travel industry news, about 60 percent of Europeans agree that trust is the most important consideration for successful online travel resources, rating it higher than other characteristics including simplicity, friendliness, usefulness, and professionalism.

Given these high stakes, TUI needed a flexible, reliable security solution that would protect online transactions while helping to reassure customers that its web-based travel sites were safe and trustworthy.

SOLUTION SUMMARY
Industry:
• Travel

Key Challenges:
• Protect credit card information and other information from the moment customers submit sensitive data
• Build trust with global customers across more than 120 travel web sites
• Utilize a flexible, reliable online security solution that is respected worldwide

Solution:
• Thawte® SSL Web Server Certificates

Results:
• Established reputation for strong security
• Protects customers on more than 120 travel booking sites
• Experienced substantial growth in online businesses

TUI
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Overall, our strategy has always been to attract more customers to our websites while maximizing conversions and online revenue,” Bialas says. “Not everyone may understand what SSL certificates do, but they have been one of the key building blocks of our online approach.”