

Justoffbase Flies High with McAfee SECURE



Justoffbase

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Customer profile

A local business directory and advertising portal catering to overseas U.S. military personnel and their families.

Founded

2000

Website

www.justoffbase.co.uk

Category

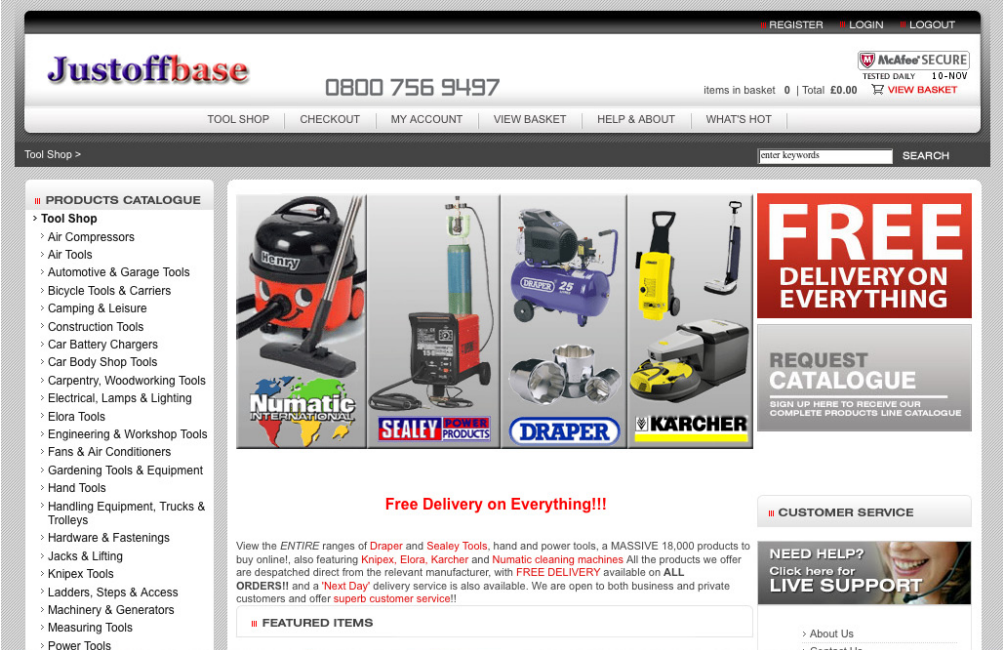
B2C

Customer since

2009

"The McAfee SECURE trustmark helps add credibility that I'm here for the long haul. It means you care about your customers."

—Tim James-Parker,
Co-owner, Justoffbase



The screenshot shows the Justoffbase website interface. At the top, there's a navigation bar with links for REGISTER, LOGIN, and LOGOUT. The main header includes the Justoffbase logo, the phone number 0800 756 9497, and a shopping basket showing 0 items for a total of £0.00. Below the header is a search bar and a 'Tool Shop >' link. The main content area is divided into a left sidebar with a 'PRODUCTS CATALOGUE' menu listing various tool categories like Air Compressors, Car Battery Chargers, and Power Tools. The central area features a grid of product images from brands like Numatic, Sealey, Draper, and Kärcher. A prominent red banner reads 'FREE DELIVERY ON EVERYTHING'. To the right, there's a 'REQUEST CATALOGUE' button and a 'CUSTOMER SERVICE' section with a 'NEED HELP? Click here for LIVE SUPPORT' link.

Background

Justoffbase is an online business directory and advertising portal focused on serving U.S. military personnel from the Mildenhall Air Force Base in the United Kingdom. Founded in 2000, the business grew to sell equipment, tools, and many household items.

"For many airmen, this is the first time they've been outside the U.S. Because we speak the same language, there's an idea that our societies must be the same."

Tim James-Parker explains that for U.S. service men and women, moving off base means a leap into the unknown when it comes to finding decent housing, affordable furniture, reliable auto mechanics—things taken for granted when still on base.

"They're looking for something they can be assured of. Something predictable—like military life. They need to feel there are people they can trust. That's where we step in."

Justoffbase provides these overseas soldiers with a clearinghouse of trusted merchants, and gives merchants a chance to reach a new type of customer.

Challenge

Tim James-Parker always knew that a sense of security went hand in hand with shopper comfort and confidence.

"I'm always looking for ways to reassure our customers. Anything that can make you look a little more established is a benefit."

So when McAfee reached out to Justoffbase with an offer to try its McAfee SECURE™ service, it was an easy decision.

"The really astonishing thing for me was that average order value increased by about 20 percent. We have an AOV of around £90. That's what really convinced me that people really do respond to the McAfee SECURE brand."

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Solution

For thousands of retailers, the McAfee SECURE trustmark has proven highly effective at reassuring site visitors that their personal information will be safer and more secure at participating retailers. The technical foundation of the McAfee SECURE service rests on daily, comprehensive site scanning that tests the retailer's website for more than 10,000 vulnerabilities. In addition to this daily hacker testing, sites that earn the McAfee SECURE trustmark also undergo a series of tests to look for practices that, if not corrected, can lead to bad publicity and lost customer confidence. For example, McAfee SECURE service vulnerability testing checks for unintentional links to malicious websites, the hidden presence of browser exploit code, and the accidental sharing of customer e-mail data with spammers.

Once certified by the McAfee SECURE service, sites can then display the McAfee SECURE trustmark on their sites and indicate their certification in search engines annotated by McAfee® SiteAdvisor® software. Consumers who see the trustmark when browsing or searching Google, Microsoft Bing, and Yahoo! (as well as 19 other search engines) see sites certified by McAfee SECURE services as safer and more secure places to shop than sites that don't undergo daily testing.

Implementation

Integration of the McAfee SECURE service was easy. After the initial security scan, Justoffbase conducted an A/B test to see how the trustmark performed. Under the test, 50 percent of a site's visitors are shown the trustmark and 50 percent see the original site.

"The split test was really simple. Just a snippet of HTML. There was no heavy lifting on our end for the scan."

Results and ROI

For many McAfee SECURE merchants, the increase in sales conversions that result from showing shoppers the trustmark is reason enough to use the service. Justoffbase was no exception. The A/B test showed a 15.73 percent improvement. But Tim James-Parker found even more compelling proof of the trustmark's effectiveness.

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Moving Forward

As Justoffbase grows, it handles bigger transactions from larger customers with more exacting demands for security.

"We do a lot of large transactions now with government agencies and major companies so I'm very pleased to add McAfee's credibility, to be showing a brand with such a solid feeling as McAfee."

Now approaching its 10th anniversary, Justoffbase is proud of its accomplishments and its increasing role as a fixture in the community.

"The message I'm trying to get across is that I'm going to be here next week. The McAfee SECURE trustmark helps add credibility that I'm here for the long haul. It means you care about your customers."

