How to build online business trust in the philippines

Life, Emotions

Trust is probably the single most important factor in running an online business. Although the volume of online transactions are increasing, most customers are hesitant to use their credit cards due to the many scams, frauds and other fly-by-night operations plaguing the Internet. Studies show that nearly 70 percent of online shoppers have terminated an order in the middle of processing because they did not feel " safe" enough. But without the benefit of face-to-face interaction, how can you communicate trust to your online clients? Invest in design. The form, look and feel of your website is the first thing that can make your visitors feel at home. Viewer friendly layouts and customized content will help persuade customers to make that purchase. * Have great customer service. Many developers tend to forget that an offline presence is essential in beefing up your online business. Place telephone numbers and other vital contact information on your homepage. This will assure clients that there are flesh-and-blood people behind every transaction. Use an effective secure payment system. Secure payment gateways like Paypal up your credibility, especially when paired with SSL/PCI scanning seals and other forms of security verification. * Have a Trust Mark Seal on your website. A Trust Mark Seal Certification is probably the easiest and most effective way of building trust in your business. Rampant online fraud has taught shoppers to value third-party trust marks, resulting in significantly larger conversion rates on websites with these certifications.

However, there are different kinds of Trust Mark. SSL and PCI Scanning Certifications protect data encryption, but they will not assure your clients that you are a legitimate legal entity, or help you stand out from the competition. Business Verification Trust Marks, on the other hand, certify

your credentials and help showcase your company advantages. Having a Business Verification Trustmark will tell your clients that you are a serious company that cares about ethics, security and reliability.

Localized service is key to choosing a Trust Mark. For Philippine firms, Sure Seal is the first service to offer this verification. So invest in design, customer service, payment security and Trust Mark business certifications. It may sound simple, but these four basic steps will go a long way in building trust in your online business. Qartas Corp. , recently launched the first Online Business Verification Service in the country through " SureSeal. ph", with JobsDB. com, IslandRose.

Net, Pinoydelikasi. com and Load. PH as one of their first featured members. With the SureSeal Trust Mark on your website, your can: * Differentiate your businesses from competitors, imitators and fraudsters. * Convert visitors into consumers. * Be part of a community of Filipino online businesses with the highest legal and ethical standards. Showcase your legitimacy and credentials as veri? ed by a trusted third party specializing in Philippine-based clients. SureSeal? localized service assures thorough investigation of client credentials relevant to customers.

Firms certi? ed with the Sure Seal Trust Mark will be included in a searchable online database. This will allow potential customers to identify quality businesses, therefore helping minimize fraud on the Internet. The fees to acquire the seal and undergo the verification process, from what i heard, ranges from Php15k to Php20k.. visit www. sureseal. ph for further details. This service is targetted to Philippine registered companies only.