

Health Connection

Health Connection (AnActiveLife.com) is a leading reseller of medical and healthcare equipment such as nebulizers and oxygen supplies. Founded by Amit Aggarwal in 2015, Health Connection's goal is to connect customers with quality healthcare equipment for secure purchase online.



“ Since Symantec is a well-known brand for security, customers feel comfortable and confident when they buy medical products from us. People certainly feel thankful when they see the extra protection provided through Symantec. It is truly worth the money. ”

Amit Aggarwal
President
Health Connection (AnActiveLife.com)

THE CHALLENGE

The company faced the challenge of converting shoppers into buyers, creating loyal customers and building online trust and confidence. This is particularly challenging for a new company within the healthcare equipment industry. Customers have concerns over the quality of healthcare devices and that their sensitive information remains secure when buying medical products online.

“When people need a medical product, it is a necessity for them or a family member due to medical reasons,” says Amit Aggarwal. “Customers want to ensure that they can trust the website and will receive the product they ordered. Many of our products are targeted towards seniors who don't feel very comfortable sharing their personal information, especially their credit card information with a company they may not have heard of.”



THE ORGANIZATION

Website: www.AnActiveLife.com

Industry: Healthcare

Location: Lincolnshire, Illinois

THE SOLUTION

- Symantec Secure Site SSL/TLS Certificates
- Norton Secured Seal

WHY SYMANTEC?

- Security for customers making medical devices purchases online
- Norton brand is well-recognized and builds confidence with site visitors
- Symantec helped Health Connection boost customer trust and increase sales



To boost customer trust, Aggarwal purchased an SSL certificate from a lesser known brand. This created disastrous results. “Sometimes different information was displayed when a customer would click on the ‘Lock Icon’ in the browser. That created confusion and doubt in their mind.”

Unfortunately, online visitors did not feel confident about the security of Aggarwal’s website and this negatively impacted sales.

“Before we signed up with Symantec, people would call us with questions but would not buy from us for some reason. Some people would directly tell us that they don’t trust us as they have never heard of us,” explains Aggarwal.

THE SOLUTION

To give customers the confidence they need to make purchases at the Health Connection’s web site, Aggarwal selected Symantec Secure Site SSL/TLS Certificates and the Norton Shopping Guarantee Seal. “Symantec is a well-known brand and associated with website security and should have been my first and only choice,” he says.

Aggarwal followed easy and clear instructions from the Symantec team to deploy the solution and post the Norton Shopping Guarantee Seal on the company website. “Deployment of Symantec was very smooth and quick; in fact, it took about 2 to 4 hours to make all the changes,” Aggarwal says about the implementation experience.

THE BENEFITS

Now, with Symantec Secure Site SSL/TLS Certificates and the Norton Shopping Guarantee Seal in place, Health Connection saw a 7% buyer conversion rate and a 5% increase in repeat buyers.

“Customers can’t lose when they buy from a website that is secured with Symantec,” says Aggarwal. “Symantec brings higher standards and with that, a greater promise of trust and security. It gives me a piece of mind that my company and customers are both protected.”

For more information:

Contact your local Symantec sales representative or business partner or visit go.symantec.com/ssl.

For product information, call:

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