



<https://www.SignatureLink.com>

## Case Study – Point of Sale Integration



### Product Spotlight

SignatureLink Signature Pad 2.0

### Industry Vertical

Ecommerce

### Business Challenge

Companies frustrated with losing illegitimate chargeback claims; seeking to reduce chargebacks associated with 'friendly' fraudulent transactions.

Optimize operational efficiencies by accepting payments, securing electronic agreements, and terms and conditions online.

### Solution Overview

Integration of SignatureLink's Signature Pad 2.0 at Online Point of Sale in Checkout.

### Summary of Results

- **Conversion Rate.** Close rate is increased by accepting signatures online.
- **Illegitimate Chargebacks.** Merchants report successful chargeback dispute settlements due to SignatureLink evidence.
- **User Satisfaction.** 0% of shoppers report discontent with having to sign their name online at Checkout.

**"We have not had a single customer say they were uncomfortable or unwilling to sign their name online."**

– Payment Processing, 2009

With millions of online transactions occurring each day across the globe both merchants and consumers alike are at risk of payment fraud, illegitimate chargebacks, data security, and identity theft. SignatureLink Signature Pad 2.0 was created quite specifically to help mitigate fraudulent payments and reduce illegitimate chargebacks; such that merchants and consumers stand a fair chance during the dispute investigation process.

SignatureLink held interview sessions with several of its customers serving in the Ecommerce space. These customers are presently utilizing SignatureLink's Signature Pad at point of sale in Checkout, and/or to secure terms and conditions surrounding a retail agreement between the merchant and its customer. While the merchants have requested to remain anonymous in this artifact, references supporting the claims represented herein may be furnished or facilitated upon request.

**The Challenge:** Mitigate online payment fraud and reduce illegitimate chargebacks without impacting consumer's satisfaction at online Checkout.

**What problems were you specifically trying to solve that prompted your interest in an online signature-capturing capability?**

"To secure our retail agreements, our terms and conditions of our reseller requirements, and accept orders online, so that our company and our clients possess a mutual understanding of the terms. In addition, to help strengthen our position in a chargeback dispute investigation for those customers who challenge legitimate payment transactions."

**The Solution:** Merchants choose SignatureLink's Signature Pad technology for its unparalleled patent-pending method of capturing hand-written signatures online that are 100% legally binding, and compliant with Federal E-SIGN and UETA laws. Integrating SignatureLink is easy, convenient and backed by an in-house technical services team.

**At what point after deployment did you begin experiencing the value in SignatureLink's solution?**

"When we won our first chargeback dispute."

**How are you currently using SignatureLink, i.e., payment processing, terms and conditions, electronic agreements?**

"All three."

**The Results:** The value in SignatureLink begins with the first user encountering the Signature Pad at point of sale. For the user, a deeper consciousness of payment security is instilled and trust factors reinforced. And merchants settle fraudulent payment disputes in favor, allowing them to focus on closing qualitative deals that sustain revenue.

**In what ways has SignatureLink helped your business beyond chargebacks or fraud reduction?**

"Enables quick transactions and conversions of sales; we experience a 97% close rate by accepting signatures, securing contracts and orders online."

### Cost Associated Benefits

Reduction in online fraudulent transactions and decline in chargeback disputes.

### Non-cost Associated Benefits

Consumers' perception of merchant's security and quality commitments is positively reinforced at Checkout.

### Technical Statistics

Sample data of 5000 site visitors in the month of June ['09] was analyzed to determine whether a FLASH player was resident and its version. Of the sample, 53% were using FLASH version 10. In June of 2009, according to Adobe Corporation, 99.2% of U.S. and Canadian users had FLASH Player 7.0 installed. SignatureLink is compatible with FLASH player 6.0 and above.

**"I wanted to let you know that we rolled out the SignatureLink program – during the first week our lease sales nearly doubled. The program is a huge success and the technology is performing extremely well."**

– Payment Processing, 2007

**By what percent, if any, has gross sales inclined or declined since the institution of SignatureLink's service?**

"Conversions have not declined; gross sales have increased."

**By what percent would you attribute SignatureLink to the prevention of your fraudulent transactions?**

"Hard to estimate a baseline because we acquired the company with SignatureLink already in place; however we have not received fraudulent transactions since SignatureLink has been installed."

**Has SignatureLink been helpful in terms of resolving chargebacks?**

"Yes. This week [July '09] we're presently fighting two chargebacks with the evidence supported by SignatureLink's service, and last month [June '09] we resolved a chargeback dispute in our favor."

**Have any of your customers reported that they are nervous of signing their name online at Checkout?**

"No, in fact 100% of feedback received has been in favor of the technology. Comments such as *"Wow, signing online is cool"*, or, *"I love the technology"*, have been prevalent."

"No one has ever turned away due to fear of signing online, but instead has been regularly accepted as a convenience factor."

"Customers are fine with it. They claim it is entertaining when signing their name in the pad... we have had no customer-facing problems with using the system."

"We have not had a single customer say they were uncomfortable or unwilling to sign this way."

**Conclusion:** SignatureLink is easy to adopt, easy to integrate and the ROI associated with SignatureLink's Signature Pad 2.0 solution is favorably measurable. Both merchants and users value from SignatureLink. Legitimate shoppers deem it as an added layer of security whereby strengthening their trust in the merchant. And merchants successfully win chargebacks disputes associated with friendly fraudulent, or otherwise illegitimate, transactions.

Deals that may require terms and conditions are closed quicker because of SignatureLink's ability to facilitate an online signing ceremony, and web orders are secured more deeply with an actual signature image including technical data such as Internet Protocol (IP) address, date and time stamp, and any other fields merchant's require to be captured at point of sale.

Because of its conventional and recognizable format, online shoppers report that SignatureLink is easy to use and understand. Merchants report that SignatureLink's Signature Pad has never caused abandonment due to shoppers' discontent in signing their name online.

**“I've been very happy with the results SignatureLink brings to the table.”**

- Electronic Terms and Conditions, 2009

### About SignatureLink

SignatureLink, Inc. has been providing its online biometric signature technology solutions since 2005. Our 100% legal, wet-signature equivalent technology was developed to facilitate the capture of real-time signatures over the Internet for a variety of applications such as Online Point of Sale Transactions, Electronic Agreements, Mobile Devices, and Remote Authorizations. Among our portfolio of large enterprise industries we serve including E-Commerce, Banking, Pharmaceutical, and Transportation, to name a few, SignatureLink is also applied quite generically to small businesses and midsize companies. Our online Signature Pad solutions are highly versatile, quick-to-execute, and integration ready.

### SignatureLink at-a-glance:

- ✓ Over 4 years of Research and Development Prior to Patent Pending Release in 2005
- ✓ 100% Legal; Federal E-SIGN ACT and UETA Compliant
- ✓ Technology is Fully Functional and Market-proven
- ✓ U.S. and International Patents Pending
- ✓ Federal Copyright and Trademarks Registered

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