



Comet Orders Secure Confirmation System from Securidox Ltd

LONDON (5 November 2003)

Securidox an emerging player in the development and application of secure document services has signed a contract with Comet, a major UK high street retailer, to provide electronic confirmations for purchases made On-Line or via its call center.

Tony McAlpine, Business Development Manager for direct channels at Comet comments *“The three principles of the group are Best Price, Best Choice and Best Service. Our On-line service has grown rapidly to around 400,000 transactions per annum and we wanted to implement a better form of confirmation distribution. This was so that customers receive not only immediate notice but in a form which is not subject to the vagaries of technology set up and reflects the value of the customer to Comet. Text and HTML formats were considered but didn’t reflect the quality of service we deliver and degraded the Comet brand. Securidox demonstrated their offering and we were pleased with its simplicity and management functionality. They also impressed us with a very short implementation schedule. Of course we could have built a similar solution but the delay and risk far outweighed the cost of implementing Securidox’s solution.”*

The Comet implementation means that not only time and cost savings are achievable but perfect branding is standard. The PDF format ensures the client is protected from Virus attack and opens up additional revenue opportunities with embedded links to special offers, allowing customers to click and immediately view.

Comet are looking at implementing the complementary SMS service for notification of or changes to home delivery schedules and using the online brochure service to slash printing and delivery costs of traditional brochures.

“Comet have demonstrated that effective and reliable systems can be delivered quickly and successfully without extensive investment in development” commented Mark Scott Managing Director of Securidox Ltd.

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