

# FORTUNE 1000

 OutThink Customer Story

Role-based Adaptive  
Security Awareness  
Training for High  
Engagement and  
Completion Rates

OutThink

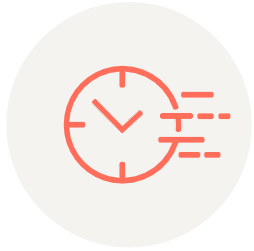




# BFS Fortune 1000 customer, is a financial services company with headquarters in North America.

Serving retail, corporate, and real estate customers, providing financial services like payments, loans, and investments. We are a diverse company with a global presence, boasting offices and colleagues spread across 70 countries. Our employees represent a multitude of languages and cultural background. This diversity enriches our perspective, enabling us to approach challenges with creativity and adaptability while ensuring our services resonate with and cater to the diverse needs of our global clientele. My department focuses on information security, privacy, and anti-fraud measures, enabling our organisation to operate safely and securely in the digital reality of 21st century.

# Challenges Before OutThink



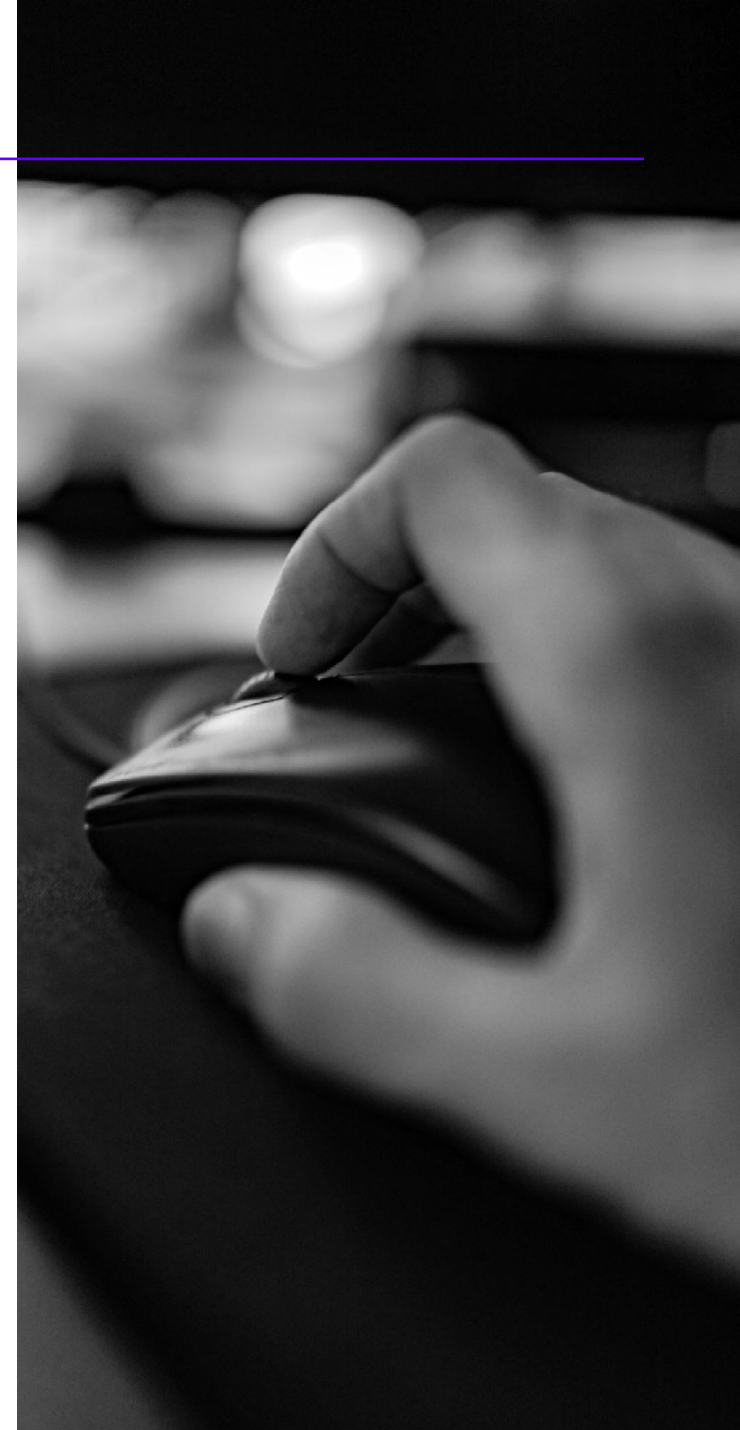
## Low engagement:

Engaging learners in security awareness training was challenging. Learners needed to understand the relevance of security practices to their roles and feel a sense of responsibility towards it. The previous solution failed to convey these complex concepts and make training enjoyable to the individual, leading to lower learner engagement.



## Learning segmentation:

The previous platform lacked granularity, requiring learners to complete the same campaign even if certain parts were not relevant to their roles. This resulted in poor knowledge uptake, frustration and lower completion rates, and even those completions were of suspect quality. We had no way to make the training uniquely relevant to everyone.





## The OutThink Solution

With OutThink, however, we found the solution we were looking for. All modules were divided into microsegments, allowing us to roll out dynamic campaigns that would adapt themselves to specific employees groups, in real-time. This not only addressed our segmentation challenges but also significantly improved completion rates. Learners now have a clearer understanding of the relevance of the training to their roles, leading to greater engagement, knowledge retention and satisfaction.

As for feedback from users, it's been overwhelmingly positive. Over the past two years, we've received numerous comments and suggestions from our learners, both through the platform and via email or calls.

The adaptive role-based training from OutThink helped us overcome the engagement challenge. That's why we needed a modern platform that could simplify complex concepts, engage learners with modern graphics and gamification, and ultimately, make security awareness training an enjoyable experience. Our journey wasn't just about finding a solution; it was about transforming our security culture, one user at a time.

And I'm proud to say, we found exactly what we were looking for, a more engaging alternative to generic one-size fits all approach.

Discovering features in OutThink has been an enlightening experience, showcasing the platform's depth and versatility. One feature that particularly stood out to us was the Training Editor, which allows our security team to quickly and easily edit content, making it relevant to our organization.

In summary, OutThink's innovative features, from adaptive training to AI-powered insights, have transformed our security awareness program, fostering a culture of vigilance and empowerment among staff.

- ✓ Easy deployment and customization
- ✓ High completion and active engagement
- ✓ Improved risk perception among staff
- ✓ Provides valuable insights into security culture and drives targeted campaigns
- ✓ Responsiveness mobile compatibility enhances accessibility and adoption

**OutThink is a  
revolutionary  
Human Risk  
Management  
Platform  
empowering CISOs  
by targeting the  
source of 90% of  
all data breaches:  
human behavior.**

**OutThink**



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Go beyond traditional security awareness training. If you believe in building sustainable security, it's time to OutThink.

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