

# Winning Group achieves a 90% reduction in phishing risk within 6 months

## At a Glance

After implementing usecure's comprehensive human risk management solution, Winning Group witnessed a 90% reduction in employee susceptibility to phishing attacks within just six months, alongside a boost in staff confidence towards handling cybersecurity issues.

Initially, 9% of employees fell prey to simulated phishing, highlighting the urgent need for regular, focused training. Utilising usecure's AutoEnrol tool, staff underwent monthly engaging video-based training sessions on crucial cybersecurity topics.

Subsequent simulations showed a remarkable decrease in compromised credentials.

1%

Employee susceptibility to phishing reduced from 9% to **less than 1% in six months**.

90%

Implementing regular staff training decreased human phishing vulnerability **by 90%**.



**Enhanced staff proficiency** in managing key cybersecurity challenges post-training.



After comparing many competing solutions, the head of IT at Winning Group decided that usecure was the best-fit solution for his company. It didn't take long for the results to speak for themselves.

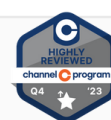
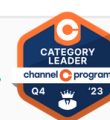
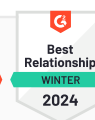
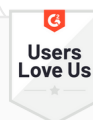
## About Winning Group

- **Founded** – 1906
- **HQ** – Sydney, Australia
- **Company Size** – 1,000+ employees
- **Industry** – Retail, Education, Tech

## The Challenge

Winning Group, committed to having a positive impact and delivering unparalleled service, recognises the paramount importance of maintaining customer trust and safeguarding them from evolving cyber threats.

Aware of the increased risk of data breaches, especially as businesses grow and become more susceptible to cyber-attacks through human error, Winning Group faces the challenge of ensuring the escalating potential for mistakes don't compromise its fundamental mission of benefiting customers and communities.



## The Customer

# Winning Group delivers world-class services with a positive impact

Starting as a home appliances business in the early 20th century, Winning Group has grown to encompass industries ranging from online retail to hospitality, logistics and talent management. Now in its fourth generation of family ownership, the company's mission is to deliver the best service possible, while having a positive impact on its employees and the communities it serves.

## The Challenge

### Winning Group had to tackle phishing risk and safeguard customer data

Winning Group is a business built to have a positive impact. It prides itself on delivering the best service possible to its customers, and has a mandate to leave the world a better place. With such an ambitious approach, there is nothing more important to the company than keeping the trust of its customers and protecting them from harm.

In today's cyber threat landscape, however, slips are bound to happen. Businesses often fail to take the measures needed to protect customer data, and it's no wonder that breaches are rife - all it takes is for one employee to respond to a phishing email for customer details to become exposed.

The larger a business grows, the more difficult protecting customer data becomes. Each person that has access to company systems is another opportunity for a cyber criminal to make their way in - and a growing brand is bound to attract hackers looking for their fifteen minutes of fame.

Winning Group knew the challenge at hand. They had to ensure that the growth of the business and rapidly increasing chances of human error exposing customer data wouldn't undermine their core goal - delivering a positive impact to their customers and communities.



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## The Solution

# usecure helps companies reduce employee susceptibility to phishing

usecure is a comprehensive human risk management solution that encompasses security awareness training, phishing simulations, dark web scanning and policy management.

The selection of engaging video-powered security awareness and compliance courses in the uLearn course library ensure that employees are trained in all core cyber risks and best practices to stay safe, while the automation provided by the Auto Enrol tool makes training the entire workforce doable with just a few clicks.

The phishing simulation tool uPhish makes testing user response to realistic email templates easy, and custom templates can be built in just a matter of minutes with the built-in template builder. Auto Phish allows regular, randomized simulations to be sent out automatically.

The data from courses and simulations are brought together under a single, unified employee Risk Score, which makes assessing the overall risk to the company and giving an extra hand to users who need more training easy. Dark Web scanning for exposed employee details and policy management complete the rest of the umbrella - making usecure truly a one-stop-shop for human risk management.

After comparing many competing solutions, the head of IT at Winning Group decided that usecure was the best-fit solution for his company. It didn't take long for the results to speak for themselves.



### Human Risk Reporting

- ✓ Unified employee risk reports
- ✓ Overall company risk score
- ✓ Course adoption and results

## usecure's Human Risk Management approach



### User Training

- ✓ Engaging video content
- ✓ Infosec and compliance topics
- ✓ Automated user enrolment



### Phishing Simulations

- ✓ Ready-made templates
- ✓ Custom template builder
- ✓ Automated simulations



### Dark Web Monitoring

- ✓ Dark web breach scanning
- ✓ User breach reports
- ✓ Data exposed / breach source



### Policy Management

- ✓ Ready-made policy templates
- ✓ Automated eSign requests
- ✓ Policy approval reports



After six months of training, another round of simulated phishing emails were sent out to staff. This time, **less than 1% of employees compromised their credentials** - a reduction of over 90% from only six months before.

## The Results

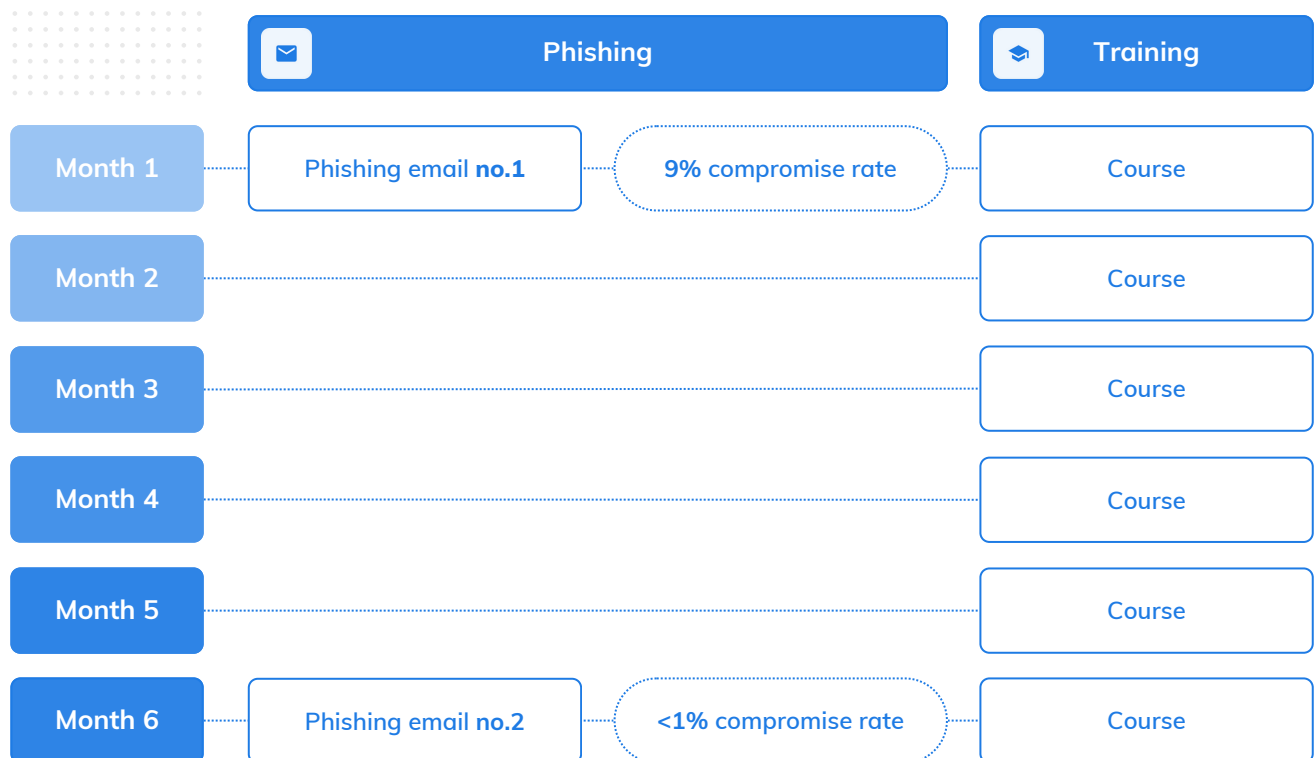
### usecure helped Winning Group achieve a 90% reduction to compromises on phishing emails

After only six months of regular training, Winning Group saw a substantial decrease of over 90% in susceptibility to phishing emails among its staff. In addition, staff reported increased confidence in being able to address core cyber security topics.

In the first simulated email that Winning Group sent out across its employee base, a whopping 9% of its employees compromised their credentials. In following phishing tests, even higher percentages of employees became compromised.

It was clear that regular training was needed, and every employee was enrolled on usecure's core cyber security program with the use of the Auto Enrol training tool. Every 4 weeks, each employee received an engaging video-powered training course, followed by a set of questions on the core cyber security topic covered by the course.

After six months of training, another round of simulated phishing emails were sent out to staff. This time, less than 1% of employees compromised their credentials - a reduction of over 90% within six months. Winning Group could now be assured that they could deliver on their mission and keep customer data safe.



## Hot They Did It

### Regular uLearn training courses increased employee awareness

Within only six months of regular training, the employees at Winning Group were much more confident in understanding and tackling the risk posed by phishing emails to customer data.

With regular, engaging video courses, it was no wonder that employees quickly became adept at stopping and reporting suspicious emails that they received in their inboxes.

#### Phishing Simulations:

When	Sent	Opened	Clicked	Compromised
Before training	100%	78%	8%	9%
After six months of training	100%	73%	<1%	<1%

#### User Training:

4 Weeks	36	15 Days	90%
How often courses were sent out	Number of core topics covered by courses	Avg. time for users to complete courses from send out	Avg. user score for courses



## Empower your people to prevent breaches

See usecure's award-winning Human Risk Management (HRM) solution in action.

Visit the link below to watch short on-demand demos:

<https://www.usecure.io/en/demo-centre>

