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Ready-To-Go! Customer Security Awareness Toolkit
InfoSight can help educate your retail and commercial customers regarding online fraud and ensure fulfillment of compliance obligations.

SECURITY AWARENESS PROGRAM FOR YOUR CUSTOMERS

EVERYTHING YOU NEED IN ONE PLACE

Customer security awareness made easy! You'll never have to develop content yourself. Here's a simple and effective program that presents security awareness principles and best practices related to information security. This extensive and cultivated repository is overflowing with articles, videos, tools, games, and other resources to help you establish and/or embellish your customer security awareness program.

DRIVE LOYALTY AND ACCELERATE CROSS SALES

Bank marketing managers know that staying engaged with customers is critical to meeting your sales goals. Build deeper relationships with your customers, and increase their spend by driving incremental business through on-boarding and cross sales initiatives.

PROGRAM-IN-A-BOX

Security awareness content for your website.

Always serve fresh information.

Customers never leave your site.

TWO UNIQUE OPTIONS

The following options are designed to make your life easier, no matter which path you choose.

SELF-SERVICE

- Everything you need in a single portal.
- Ready-to-go resources.
- Enjoy significant cost savings.
- Administer the program any way you like.
- Deliver a consistent awareness message.

FULL-SERVICE

- Let us do the work for you.
- We'll tailor, customize, and personalize materials for your brand.
- Ensure brand consistency.
- Enjoy a single point of contact with content creators to ensure your Program is administered satisfactorily throughout the year.
- Receive suggestions based on a strong understanding of your goals and brand, and our knowledge of what works.
- Improve customer experience and loyalty.

In both the self-and-full-service options, we manage and maintain the underlying resources based on the latest threats and trends in cybercrime.

"Loyal customers are more likely to stay true to your brand and more likely to recommend your company to friends and colleagues. And a loyal customer ends up spending a larger wallet share over their engagement lifetime with a company."
Forrester Research

Security Awareness Program benefits

✔ Demonstrate to regulators and clients that you are meeting security awareness initiatives

✔ Create cross-sales and new-sales opportunities by conducting security workshops

✔ Drive new product adoption

✔ Create new recurring revenue by selling products such as Cyber-Crime Insurance

✔ Integrate with Social Media initiatives

✔ Onboarding of new prospective relationships with larger commercial clients

✔ Instill confidence in your customers that using an electronic channel is safe

✔ Reduce liability and risk of litigation by offering free security education

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Contact us for more information on how InfoSight can help your organization improve network and IT security, availability and performance. InfoSight serves hundreds of institutions around the country with innovative managed services and technology solutions to keep institutions secure, resilient, and compliant. Contact us today.

Dynamic website content

Keep your website up to date with minimal effort. Receive fresh information security awareness (ISA) content by embedding MySecurityAwareness.com into your website. Your customers never leave your site.

Email Copy

Deliver pre-written email campaigns featuring a variety of security awareness tips.

Tools For Your Customers

Encourage your customers to assess their technology, policies and procedures with these free tools that will help them ensure optimal data security and system performance.

Surveys

Comply with Guidance requirements to measure the effectiveness of your CSAP by assessing your customer's knowledge of IT security principles and best practices.

Workshops & Webinars

Hold in-person workshops. Educate your high-risk customers and grow your relationships with these ready-to-go PowerPoint presentations – complete with presenters' guides.

Quarterly Newsletter

Reinforce your information security awareness (ISA) message through informative and entertaining newsletters.

Videos

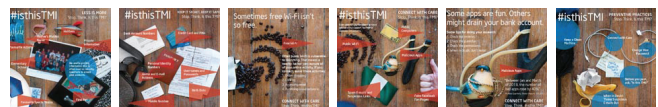Display these engaging, pre-recorded information security awareness videos on your web or mobile site.

On-Hold Messaging Scripts

Reinforce your information security awareness tips through your on-hold messaging.

Security Awareness Posters

Post security awareness posters in your branches and/or offer them to your customers to post in their business.

Statement Stuffers

Receive "customer-ready" materials for use in statement stuffers, mailers, and more.