

CASE STUDY

A straightforward solution to cyber resilience for a leading UK insurance provider



In numbers

4,000
people

83% of Hastings employees now **feel confident** when dealing with cyber security

91% of colleagues now **see security as a primary responsibility**




87% of people **improved their passphrase behaviour** within 30 days

About Hastings Group

Hastings Group is a data and digitally focused insurance provider that serves more than 3 million customers in the UK car, van, bike and home insurance market. As one of the UK's leading general insurance providers, it drives growth through digital leadership and investment in its 4,000 colleagues, its customers, the company and the community.

By building strong relationships with all major price comparison websites, the Group – which consists of its retail business, Hastings Insurance Services Limited and its Underwriting business, Advantage Insurance Company Limited – has built a cost-effective digital marketing model whilst maintaining a straightforward approach to providing great products and service.

Deployed:

-  Awareness Hub
-  Behaviour Change Hub
-  Culture Hub



Challenges

Building a culture of cyber resilience that would last

When Simon Legg, Chief Information Security Officer, joined Hastings Group in late 2019, he wanted to do much more towards **building cyber resilience culture** within the company. Although Hastings was already providing an awareness programme and complying with data protection regulations, he wanted to develop the firm's approach to cyber security.

"Like all regulated companies, we were following what was traditionally accepted as enough to keep safe, but what we call 'best practice' isn't enough. We need our people to feel cyber secure working for our organisation and **be responsible for our customers, the community we serve, our colleagues and our company itself too.**"

In moving towards a human-centric approach to cyber security, Legg was keen to understand his organisation's human cyber risk. The company was tracking basic metrics, like the number of emails being blocked, but the business was lacking any deep, tangible data on its human threat levels.

" I have a responsibility, to ensure our people are cyber secure and have the knowledge to keep themselves and our business safe. "



Simon Legg
Chief Information Security Officer
at Hastings Group

Choosing CybSafe

Forming a partnership

The relationship between CybSafe and Hastings Group began after connecting at industry events. Legg was quickly impressed by the professionalism and dedication of the CybSafe team: "I want to do business with people who will act as an extension of my team, real partners; people who are real experts, who understand us and our mission. CybSafe ticked all these boxes."

Hastings Group wanted a straightforward solution that offered an agile, easy-to-understand service that had the ability to match the mindset of the firm. The Group was excited by CybSafe's **intelligent phishing and social engineering simulations** - called CybSafe

Sim-IQ - which helps security professionals understand the root cause of the risky behaviour. Hastings Group was also inspired by CybSafe's Culture-IQ and Sentiment-IQ, which would enable the company to **measure and understand its security culture**, and would **predict where risky behaviour is likely to occur.**

Above all, Simon Legg was intrigued by CybSafe's ability to engage his people. To begin to build a cyber security culture, he knew that the subject needed to be **relatable and personal** to his staff. For Legg, this is where CybSafe excelled: "**The platform isn't just about phishing**", he notes. "It's about building a cyber resilience culture. People get it if it means something to them."

Getting started

Ensuring everyone gets a say

Hastings Group began their journey with CybSafe in late 2019, initially rolling it out to 90 people to test the platform versus a competitor and to gain feedback from users. On paper, roll-out shouldn't have been so straightforward: as a contact centre, the new solution had to cater to the Group's varying schedules and internal demographics.

Nevertheless, from the get-go, CybSafe made the process of on-boarding staff effortlessly simple: "The



roll-out process was stress-free and easy to use, and our staff have really appreciated the short, easily digestible nature of the training modules."

Most importantly, feedback was incredibly positive: "It was important that we value other people's opinions, so I wanted everyone to evaluate both solutions before we onboarded either of them. I **wanted to bring in a solution people would love** and engage with. We concluded that CybSafe was the perfect fit for our company."

Impact

Gaining tangible evidence of risk-reductions

Hastings Group is already reaping the benefits of CybSafe's **behaviour risk management services** by using data to measure security behaviour risks and highlight risk-reduction opportunities. "CybSafe is helping us to quantify **whether our interventions are having a positive impact on our human risk**. We are already seeing the impact on our cyber resilience culture in a measurable way."

CybSafe's NCSC and CII Sec accredited Security Awareness Training has allowed Hastings Group to make significant time and resource savings. This training, when combined with CybSafe's **support, advice and guidance**, is driving long-lasting change in the behaviour of the Hastings Group's people. The changes

are coming through in the data, which Legg can then use in his reporting: "With CybSafe, the data is all right there and I can use these to communicate to our CEO."

Hastings Group also emphasise how they're benefiting from Culture-IQ, which provides actionable data on the characteristics of a cyber security culture. "I'm really excited to get metrics from the survey. The "just and fair" metrics have especially got my attention. I wonder if they will be consistent. With Covid-19, we want people to feel comfortable to highlight things. Will these metrics stay the same, get better or get worse? That's what I'm looking forward to so that I can start discussing that with HR and wider teams within the business."

The future

Expanding the secure business environment

Hastings Group recognises that it's important not just to secure its own people, but suppliers too. The Group is now rolling out CybSafe to these businesses, so they can also take advantage of the

solution. In this way, Hastings Group will ensure that its **outsourced partners have the same culture and training towards cyber resilience** as its in-house team.





We are CybSafe. A British cyber security and data analytics company. We make it easy to manage human cyber risk.

Our software gets people engaged in security. It empowers them to make the best everyday-security decisions possible. We use behavioural science, data and reporting metrics to help security professionals do their jobs better. And see their impact on people-related cyber risk.

Our customers report improved security habits and fewer people-related security incidents.

[Try it yourself](#)

