CASE STUDY

The Canadian Automobile Association (CAA)

cybercon**IQ**

> We want to further drive down our phishing test rates with an aspirational goal of zero failures.
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> **CAA - CISO**

INTRODUCTION

For over a hundred years, CAA (Canadian Automobile Association) has been helping Canadians stay mobile, safe and protected. The CAA Club Group of Companies is comprised of two automobile clubs, CAA South Central Ontario and CAA Manitoba, providing roadside assistance, travel, insurance service and Member savings for over 2.3 million members. It also includes the CAA Insurance Company, a national property and casualty insurance company; the Orion Travel Insurance Company and Echelon Insurance, a specialty insurer.

As a top priority, CAA maintains a safe and hygienic cybersecurity posture to protect the integrity and privacy of customer and employee information. Their trusted brand depends on it.

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> **CAA - CIO**

CHALLENGES

"Over two years ago we established phishing awareness training. However, our failure rate was unacceptable even as it was declining to fall within industry norms. This was not enough for us. We want to further drive down our phishing test rates with an aspirational goal of zero failures. So, this year we were looking to partner with an organization to deliver advanced training to achieve that important goal."

SOLUTIONS

CAA indicates: "We were attracted to cyberconIQ because it is the only program that we have seen that provides personalized cyber threat risk assessment of the individual. Based on that insight, their platform then provides style-specific individualized training. No other vendor has it, so we decided to explore that."

cyberconIQ's patent-pending myQ Assessment segments your employee population by Risk-Style. This provides you with an overview of the distribution of styles that reflect your organization's specific vulnerabilities in real-time. From this valuable information, the CIO created relevant metrics and progress reports that provided him with the phishing test results by style quadrants of the employees so he could calculate how that mitigates future attack risk.

RESULTS

The CIO commented, "cyberconIQ has been very receptive and responsive to our requirements. They have clearly demonstrated they are fully vested in CAA's success and the results prove it. Compared to our previous vendor, early results show they easily exceeded our internal benchmarks for improving our employee phishing results." The training also has higher employee acceptance with more than 90% of learners reporting high satisfaction with their educational experience. "They like the training and it is also more effective" he stated.

"We are really looking forward to future releases of enhancements and I highly recommend it as the only solution of its kind in the marketplace". Contact us at sales@cyberconIQ.com.