



FORTUNE GLOBAL FINANCIAL
INSTITUTION REGAINS
50 CUSTOMER TRUST

Customers At Risk

Seeing an exponential increase in customer phishing emails leveraging their brand, a globally recognized bank faced a major challenge. To complicate matters, they lacked visibility into how many phishing emails were being sent and were unable to mitigate the resulting damage to their brand. They estimated that a million phishing emails per year were being sent by cybercriminals. However, the problem would turn out to be much bigger and more damaging than they had anticipated.

“Like any large, financial institution, we rely on email for marketing and for servicing our customers. We send about 4 billion emails a year,” he said the bank’s CISO.

Customers, and potential customers, were unable to determine whether an email that claimed to be sent from them was legitimate. “Phishing emails are extremely damaging to our brand,” he explained.

“Elimination of fraudulent email not only improves the customer experience by reducing risk, it lifts email campaign response rates. Agari gave us the capability to understand the scope of this.”

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HELP

SECURE THEIR

EMAIL CHANNEL

RESTORE THEIR BRAND

AND PROTECT THEIR

CUSTOMERS

“For any financial service organization that sends email, and most of us do, we are actually competing with fraudulent email senders for customer mindshare,” he added.

As the attacks increased, their support center was inundated with urgent calls from customers inquiring why their account was being suspended. A salvage operation of this magnitude would cost millions.

Customer Security & Brand Protection

After evaluating their options, they turned to Agari to help secure their email channel, restore their brand and protect their customers. With Agari Customer Protect, an email security and data analytics solution, they were able to gain visibility into how their domains were being used to send email, and ensure that every email that their customers got from them, was actually sent by them.

After deploying Agari Customer Protect, they were able to determine that the actual number of phishing emails being sent was actually closer to a billion, much higher than originally feared. “We were stunned,” he said. “Over a billion emails per year, purporting to come from our domain that were not ours, and many of them were phishing emails with malicious intent.”

“The impact of Agari Customer Protect could be measured by the decrease in call volume related to brand erosion from email,” he explained. “You can attribute the decrease to the improvement in the email ecosystem over time.”

Now, all other fraudulent, illegitimate email could be blocked from being delivered to customer inboxes. However, a number of third-party systems legitimately sending out email on the bank’s behalf were also blocked by the policy. “We also found campaign management tools that were implemented either by a third party, or even other divisions, that were sending out emails. The sources of email generation within a large enterprise are numerous.”

BY ADOPTING
AGARI
CUSTOMER PROTECT
95%
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Agari instructed the bank to identify each legitimate sender and establish standard practices and processes in its third-party governance. Any third party that was going to send email needed to properly authenticate or have a designated subdomain.

Finally, the bank established a program to communicate the new policy to all marketing professionals involved with generating, designing and implementing email campaigns. “The Agari intelligence is what gave us the capability to understand the scope of this, but it involved a lot of different functions within our organization to bring that together and be able to pull this off,” he said.

1.25M
MALICIOUS
URLS

1.3M
SPOOFING
SERVERS

194M
MALICIOUS
EMAILS

Securing the Future

By adopting Agari Customer Protect, 95% of phishing attacks were stopped. “We’re making the organization more efficient; we’re reducing risk to our customers; and we’re getting a lift in terms of where we’re spending money on email marketing campaigns. There’s a value proposition to getting a revenue generation opportunity simply through the implementation of a program with a risk-management objective,” he observed. “Holistically, I think the business case is pretty compelling.”

He added, “we’ve used Agari Customer Protect successfully...and we’re quite pleased both with the results of the program and with the services that Agari has provided.”