

WHY IT MAKES SENSE FOR BANKS TO OFFER CYBER SECURITY

Case study: European bank



A European bank offers F-Secure TOTAL as a loyalty benefit for their customers. The customers get TOTAL free for 6 months and after that, can purchase the security package at a special discounted price.

In November 2020, we asked 500+ paying TOTAL consumer customers of this bank, how they feel about the benefit. Here's what they replied.



EVERYONE CARES ABOUT ONLINE BANKING SECURITY



SECURITY IS A MUST IN BANKING

While most banks inform their customers about security, the European bank turned words into action and has been offering an actual solution since November 2018.

CONSUMERS WANT TO PROTECT THEIR IDENTITIES AND FINANCES



THE MOST IMPORTANT SECURITY FEATURES FOR CONSUMERS



71%

say protection against account takeover and identity theft



68%

say safe online shopping and banking



64%

say malware protection

HOW A SECURITY OFFERING BENEFITS BANKS



CUSTOMERS WILL STICK WITH YOU

80%

feel the security benefit increases their loyalty towards the bank

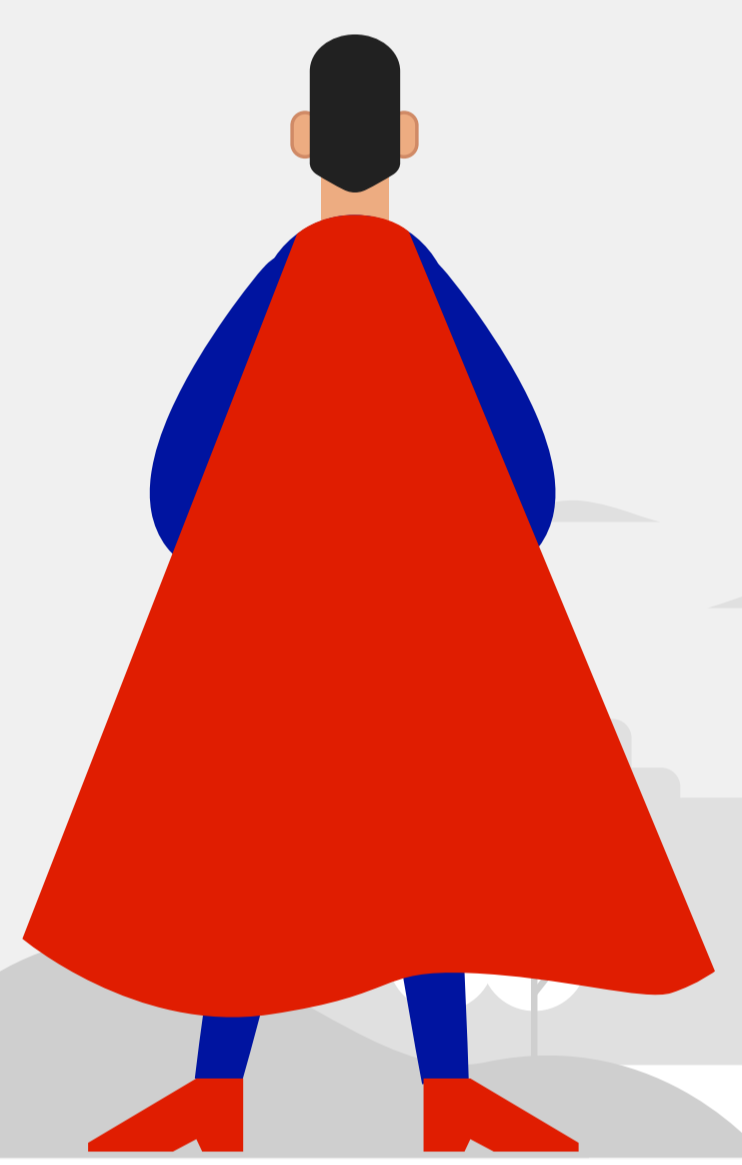
YOUR LOYALTY PROGRAM IS MORE ATTRACTIVE THAN ANYONE ELSE'S

98%

feel that cyber security brings **additional value** on top of the current benefits included in the bank's customer loyalty program



CUSTOMERS TRUST ACTIONS MORE THAN WORDS



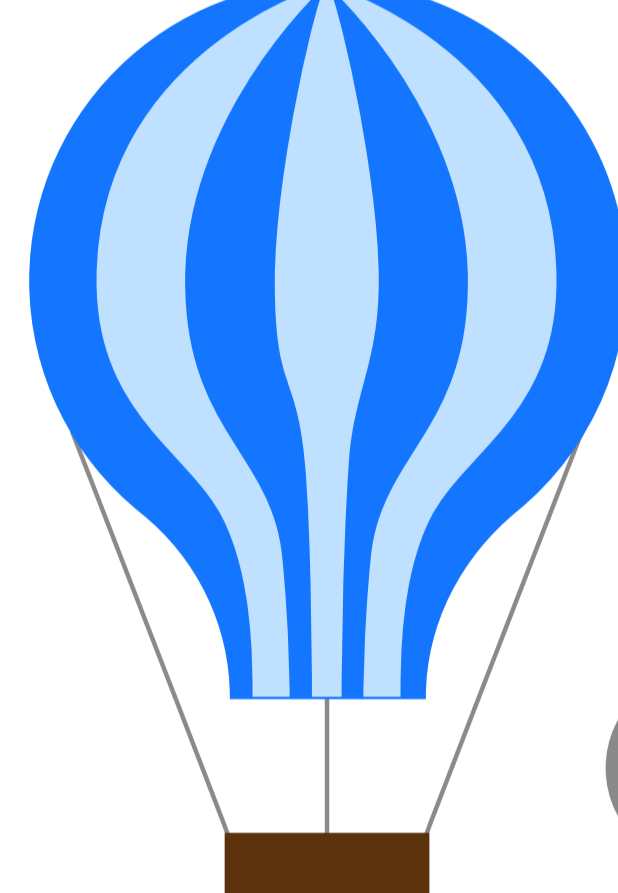
98%

appreciate their bank for providing internet security to keep them safe online

YOU GAIN A COMPETITIVE ADVANTAGE

94%

feel they are **getting more value from their bank** due to the security benefit

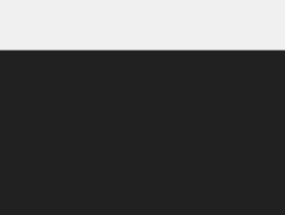


HAPPY CUSTOMERS SPREAD THE WORD

76%

have **told friends or family** about the banks other customer benefits

BANKING CUSTOMERS



F-SECURE TOTAL

99.4%

would recommend TOTAL to friends or family



69%

have already recommended TOTAL to friends or family

LOOKING FOR NEW SERVICE IDEAS? PARTNER UP WITH F-SECURE

Global leader trusted by millions of consumers

30+

Years of experience in award-winning cyber security

500+

successful service launches

>50

product NPS

200+

Service Providers

>10BN €

value created for partners



GET IN TOUCH

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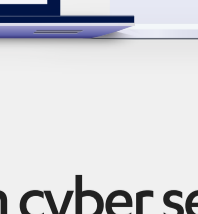
f-secure.com/banks



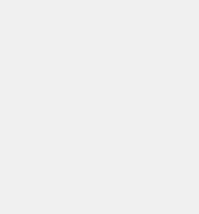
F-Secure TOTAL is a premium cyber security package that includes:



F-Secure SAFE
award winning internet security



F-Secure FREEDOME VPN
privacy protection



F-Secure ID PROTECTION
password and online identity protection