



CASESTUDY



Dashboard

Tuesday 3 September 2019

+ ADD DEVICE

+ MANAGE DATA

Case Study

TRYG

Tryg are an established global property and casualty insurance company based in Bergen, Norway. They wanted to expand their customer base and offer new products such as cyber policies.

Tryg have been working with DynaRisk since 2018.



TRYG

PERSONAL CYBER INSURANCE SOLUTION

Tryg wanted to find a way to educate their brokers and clients about the number of data breaches affecting their organisation or individual employees. They wanted to use software to be able to do this.

DynaRisk provided a whitelabeled version of its Data Breach Checker to Tryg. It is used by its customers and stakeholders to highlight the number of data breaches affecting an individual or an organisation alongside the type of data that has been compromised. The records include:

- Personal identity details (including name, gender, and date of birth)
- Passwords
- Usernames
- Email addresses
- Passport and ID numbers
- Bank account details
- ...and more

DynaRisk also provides education to Tryg's employees as to key cyber trends affecting companies and individuals in the Nordic Region. This has helped Tryg to cross-sell cyber alongside other insurance products.

Overall Tryg has found DynaRisk's solution indispensable in raising the profile of its cyber insurance product.

„TRYG QUOTE GOES HERE“

TRYG

WHAT ARE THE BENEFITS?

FINANCIAL

- Reduced claims exposure
- Increase in sales of the Tryg cyber insurance product

PRODUCT

- Increased Client Retention
- Interactive tool that helps customers reduce their exposure to cyber breaches
- Comprehensive Risk management tool for clients

MARKETING

- Differentiated cyber product with a wide distribution
- Increase in lead generation for Tryg
- Positive marketing message via the white-labelled Tryg scanning tool

COMPLIANCE

- Helps ensure clients are treated fairly
- Risk management tool for clients
- Reduced conduct risk

Want to find out more?

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your requirements.



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