

U.K. bank easily enhances
critical communications
during pandemic.

Critical communication case study

Top Banks sending critical communications rely on OneWorld

Executive Summary

Industry: Financial Services

Location: U.K..

Number of Employees: 5000

Solution

Echoworx Email Encryption Platform

Challenge

- Immediate communication regarding mortgage relief
- Accommodate jurisdictional demands
- Respect 'durable media' definition (always available to the recipient)

Solution

- Mortgage information securely communicated to thousands via email as an attached encrypted PDF
- Encrypted attachments satisfied 'durable media' regulatory demands

- Easily enhanced sensitive communication options during a crisis
- Secure reply to message options reduced strain of essential call centre workers
- Physical distancing was maintained, as required during a pandemic

Challenge

As a result of the COVID-19 pandemic, a large U.K. bank opted to provide relief to its mortgage customers. But, due to the immediate need of this crisis relief, the bank could not rely on physical mail to communicate this message to their customers. The process could take weeks and carried the risk of further spreading the virus. Their existing portal-based solution, Echoworx email encryption, could effectively reach customers instantaneously and securely but jurisdictional and regulatory requirements disqualified this as a viable communication option as well.

Secure communications to customers regarding mortgages in the U.K. must be sent in a manner classified as 'durable media.' This means any message content must provide customers, at any time, permanent accessibility to their mortgage-related data. Portal-based email messages, which expire in 30 days, do not qualify as durable media by definition.

Communication during a crisis, maintaining data security and regulations covering mortgage content were all challenges that led the bank to ultimately seek help from Echoworx.

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Leading Banks use OneWorld to communicate easily during crisis

Solution

Echoworx enabled the communication of mortgage data within a PDF document, encrypted and attached in email using its email encryption platform. Encrypted attachment is a secure delivery option already offered in Echoworx encryption, adding encrypted PDFs to the bank's communication options was a standard support request.

Encrypted attachments deliver an encrypted PDF document direct to the customer's email inbox. PDFs are an industry standard file format which can be viewed on all major mobile and desktop platforms. The recipient doesn't need to install specialized software or applications. They don't need to log into a web portal. Since the message body doesn't require encryption, only the attachment is encrypted. And the PDF attachment remains encrypted at-rest, giving recipients access to the secure message at any time – without worrying about expiration dates or message integrity.

The Echoworx email encryption platform also provides recipients with the option to reply securely to the original sender, or to everyone on the thread. This ensures any follow-up questions or conversation can occur within a secure digital environment. The reply arrives via secure connection directly to the original sender's mailbox with no change in behavior and less calls to customer help desks.

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Top Banks easily enhance sensitive communications during pandemic

Result

With the Echoworx encryption platform, Encrypted Attachment became just another delivery method for the bank. Adding attached encrypted PDFs to the bank's communication options was a streamlined process; no downtime required or business interruptions.

Using encrypted attachments the bank delivered an encrypted PDF document direct to the customer's email inbox. In addition to encrypted attachment capabilities, the bank maintained all the benefits of the Echoworx email encryption platform – including 26 languages supported out-of-the-box. With people pushing phishing scams in hopes of capitalizing during a crisis, the branding capabilities ensured that their customers understood that the message originated from them and contained secure information, with instructions in their language.

Using tEchoworx email encryption, this financial institution was able to quickly communicate urgent mortgage relief information to its customer base, while fulfilling the jurisdictional requirements. The secure reply to message option reduced strain of call centre workers inundated by calls from clients seeking help during the crisis. And given the Covid-19 Coronavirus can live on surfaces for several days, communicating using email over physical mail ensured physical distancing, important in the prevention of spread among communities.

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About

Echoworx protects the privacy of people and businesses throughout the world by making email data protection easier. Our customizable encryption platform helps organizations easily share protected email, statements, and documents from anywhere and from any device. Our passionate encryption experts transform communication chaos into order for world leading organizations who understand – it pays to be secure.

The Echoworx Advantage

Enterprise Focused. 100% pure-play encryption provider.
Product Company. SaaS Business Model.

Agile. Responsive. Passionate.

Private Canadian Company. Global Reach.
Data centers in the US, UK, Germany, Ireland and Canada.

Trusted Root Certificate Authority

AICPA/CICA WebTrust Certification, SOC2 Audit, PCI DSS Level 1 Certification, FSQS and Microsoft and Apple Root Member Certifications.
Yearly renewal rate of 97%.

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