How Pennymac supercharges human risk reduction and increases security team efficiency with Fable's AI platform

Pennymac's human risk challenge

As a leading financial services company that handles sensitive financial data, Pennymac has a major task in managing its employee risk. However, traditional security awareness products offer one-size-fits-all solutions that fail to engage their employees. Pennymac found that generic content broadcasted to the entire company did not lead to swift employee security behavior changes.

Instead, they recognize that personalization and timeliness are key to changing employee behavior:

"Our employees are at heightened levels of risk due to their roles, data access, and behaviors. We tailor our security program to address these varying levels of risk more effectively, providing higher protection where it's needed most," said Cyrus Tibbs, Pennymac CISO. "Our security awareness program needs to engage employees when the behavior occurs, not months later as part of an annual training program."

To achieve this vision, Pennymac proactively correlated data from different products to assess employee risk for targeted training. However, this was a manual process that took away from other security priorities.

Pennymac knew there was a better way to automate human risk assessment and awareness interventions that actually improved employee behavior. "The faster we can identify risky behavior and train on it, the faster we can shore up our human firewall."

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> ## We must tailor our security program to address varying levels of risk more effectively, and provide higher protection where it's needed most.

Cyrus Tibbs
CISO AT PENNYMAC

Fable's products leveraged

Human risk engine
Know exactly what your risks are, and how to tackle them, without the manual work. Report on risk to executives, department heads, and the board—with confidence.

Personalized security briefings
Give your people compliant, contextual training that matters to who they are, what they have access to, and what policies they must abide by—all without the toil for your team.
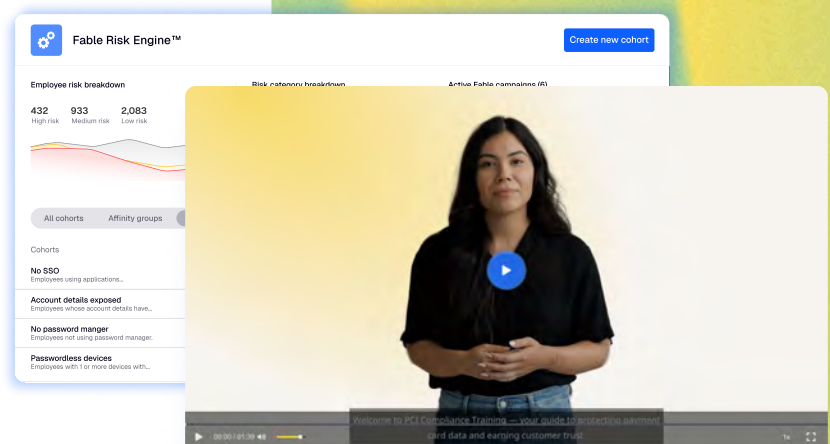
Fable

Fable's human risk solution

Pennymac found Fable and decided to evaluate it against its existing manual awareness approach with an official A/B experiment, measuring the impact on employee behavior change.

The Fable proof of value was quick—from setup to results within 2 weeks. Through API integrations with Pennymac systems, Fable developed rapid understanding of employee risky behaviors and formulated employee cohorts that are ready for personalized security briefings in their email or employee chat environment, making it easy for their employees to get started with Fable.

Pennymac then built its first campaign targeting a subset of employees who needed to take a high-priority, mandatory security action. The Fable platform generated a personalized training video outlining the security action which Pennymac was able to quickly customize to their policies.

Then, Pennymac deployed the campaign to relevant employees with the click of a button, easily scheduling reminders to employees who did not complete the security action within a certain amount of time.

Why Pennymac chose Fable

In the A/B experiment, Pennymac employees changed their behavior at a 38% higher rate when receiving Fable's personalized training video over a generic email. They also changed their behavior 13x faster, allowing Pennymac to deploy security controls and shore up human risk faster than ever before.

Additionally, Fable improved the Pennymac security team's efficiency. It took Pennymac just minutes to deliver this campaign in Fable, compared to the 2+ weeks it would have taken to create, send, and track the campaign manually. Fable's employee risk engine, which takes in signals from multiple products to identify employees at risk, automated Pennymac's previous manual processes. Its AI-powered content generation engine allowed Pennymac to rapidly generate training videos tailored to their needs in just minutes, which was previously impossible to achieve. And its automated campaign scheduling and drip reminders meant no manual overhead for the Pennymac security team. Pennymac was able to deliver personalized training and follow-ups at scale. Going forward, Pennymac can increase awareness coverage for any attack topic at no additional people cost.

Finally, employees enjoyed the Fable personalized experience. 33% of employees provided positive feedback that the training was to the point and relevant—even going as far as thanking their security team. With relevant, personalized, and just-in-time training, Fable turned Pennymac employees into their own biggest security champions.

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Automate human risk assessment and training interventions

02

Strengthen protection at the human layer

03

Create behavior change at employee level, building employee security mindsets

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[Fable's] personalized approach... led to more effective and faster employee behavior change.

Will Udovich
HEAD OF INFO SECURITY AT PENNYMAC

105+
hours saved by using Fable to deliver a campaign vs manual approach

38%
more employee behavior change after personalized over generic briefings

33%
of employees providing positive feedback on the relevance and quality of briefing content

13x
faster employee behavior change after personalized over generic briefings

Fable.