Utility Warehouse Case Study

Revitalising Cybersecurity Training for a 28,000-Strong Workforce and Driving Cost Savings

UUtility Warehouse, a major UK multi-service provider, was facing low engagement with its security awareness programme and needed to train its extensive network of distributors, a crucial third-party group that had never previously been included in cybersecurity initiatives. With 28,000 workers distributed across the UK, including a new wave of remote staff, Utility Warehouse required a customised approach to boost security awareness while maintaining strong relationships with external partners.

Key issues included:

- Training third-party distributors without disrupting established relationships, a key priority for the Data Protection Officer (DPO)
- Low employee engagement with existing security awareness eLearning content, with minimal voluntary participation
- An urgent need to adapt cybersecurity practices to a rapidly expanding remote workforce

The Solution

Culture Gem crafted an effective cybersecurity training programme for Utility Warehouse by:

- Conducting a detailed audience profile assessment that highlighted engagement barriers and informed a tailored training strategy
- Launching a Cybersecurity Awareness Campaign that delivered content engagingly, encouraging voluntary participation in training sessions and content reading
- Partnering with the DPO to design and deliver tailored training for third-party distributors, combining animated videos and SCORM-compliant modules for seamless integration
- Building bespoke in-house training that Utility Warehouse could self-host, enhancing flexibility and reducing costs

The Results

Culture Gem's strategic approach led to measurable improvements:

- Increased Engagement: Voluntary attendance at cyber training sessions and interaction with cybersecurity content saw a noticeable uplift across the company
- Effective Third-Party Training: Distributors, a critical third-party group, received targeted cybersecurity training, helping to protect Utility Warehouse's interests without straining business relationships
- Cost Savings: Transitioning to a self-hosted training model delivered substantial annual savings