



Case Study

How Diunsa Strengthened Its Security Culture and Reduced Human Risk with KnowBe4

**Industry**

Retail

LocationSan Pedro Sula,
Honduras**Challenge**

Reducing human risk and financial losses by strengthening the security culture against social engineering and phishing

In the dynamic retail world, cyber threats evolve rapidly. Add that to a constantly shifting workforce, and employees can become particularly vulnerable targets for an attack.

At a Glance

- ▶ 18% reduction in Phish-prone™ Percentage
- ▶ 99% training completion rate
- ▶ More than 1,600 employees trained
- ▶ Development of creative, multi-format campaigns



Leveraging Diverse Content That Speaks to Everyone

Distribuciones Universales S.A. (Diunsa), the leading department store chain in Honduras, needed a way to turn staff into its first line of defense.

Founded in 1976, Diunsa operates 18 stores in three formats — Diunsa, Diunsa ElectroHogar and Sportia — in various cities across the country. It also has nationwide coverage through its online and wholesale channels.

With more than 1,600 employees, Diunsa sought a way to train everyone on phishing, social engineering and other common threats.

KnowBe4 had everything Diunsa wanted. KnowBe4's Security Awareness Training combines phishing simulations with the world's most extensive security awareness content library, featuring more than a thousand interactive modules. This modern approach conveys information and develops security reflexes in users, helping them recognize and respond to real threats.

"We chose to work with KnowBe4 because it's the most robust platform to sensitize and train users on information security," says Diunsa Social Engineering Officer Lesny Anariva. "It is intuitive and user-friendly, allowing employees to track their progress and opportunities for improvement to administrators."

KnowBe4 also offered dynamic, varied content — everything from documents and newsletters to posters, videos and games. The wide variety allowed the social engineering team at Diunsa to create creative campaigns accessible to everyone at all levels of the company.

Users receive weekly feedback on their progress and application of knowledge, measured through the Phish-prone™ percentage and personal risk score.

"KnowBe4's dynamic content and accessible language have helped us reach everyone and maintain interest throughout the organization," Anariva says.

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Lesny Anariva, Social Engineering Officer, Diunsa

Unlike traditional training offered once or twice a year, KnowBe4’s program runs continuously and is segmented by competency level. Each employee receives content tailored to their experience and needs, with immediate feedback and clear metrics to measure progress. This multichannel strategy, combined with frequent simulations and various formats, keeps users engaged and decreases human risk.

“Partnering with KnowBe4 has allowed us to strengthen one of the most critical pillars of security — the human factor,” Anariva says. “Thanks to KnowBe4, we have been able to continuously train our employees, take immediate action when risky behaviors are detected and reduce our attack surface from the inside.”

Reducing Risk by 18%

Over time, Diunsa has established clear internal training policies and developed strong governance tools, leading to a 99% training completion rate and fostering a cultural shift where employees are more attentive and proactive in protecting information.

Since implementing KnowBe4, Diunsa has reduced its Phish-prone Percentage by 18%. That 18% has real-world impacts. The team has detected and responded to real phishing and fraud attempts, demonstrating the effectiveness of their KnowBe4 training.

More broadly speaking, employees better understand the threats and act more urgently.

“We have laid a solid foundation for cultural change,” Anariva says. “We now have an audience that is more attentive and willing to do their part to keep the company’s information secure.”

Real-Time Interventions with SecurityCoach

In addition to adopting KnowBe4’s Security Awareness Training, Diunsa added SecurityCoach to their toolkit. SecurityCoach delivers immediate feedback to users the moment they engage in risky behaviors, such as clicking on malicious links, using credentials on unauthorized sites or attempting to log in with weak passwords.

“SecurityCoach lets us address these cases in real time with clear recommendations tailored to the context of the incident,” Anariva says. “Personalized notifications are delivered by email or Microsoft Teams, depending on what best suits each user.”

One of the main benefits of SecurityCoach has been reducing the time between threat detection and corrective action. Now, the Diunsa social engineering team has a way to deliver 1:1 security coaching at scale around the clock, allowing employees to learn and correct without the need for disciplinary processes.

Additional security tips help keep internal audiences on their toes, and the team can act on threats across multiple channels before they become full-blown incidents.

Strong Support and a More Resilient Future

In addition to implementing a comprehensive human risk management platform, Diunsa gained a high-quality support system.

“Their customer support is excellent, with clear communication and agility to respond to any situation,” Anariva says.

The extra support increases the team’s confidence in their security program and encourages them to keep moving forward. They know what’s at stake, and KnowBe4 has helped them reduce their attack surface from the inside.



“If we didn’t use KnowBe4, we would be more exposed to phishing and other social engineering threats, without the immediate feedback or visibility into the human factor that we have today,” Anariva says. “This platform has significantly increased our security maturity and is key to our business continuity.”

KnowBe4 has become a strategic ally in building a resilient security culture, reducing human risk and protecting business continuity at Diunsa for years to come.

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Lesny Anariva, Social Engineering Officer, Diunsa

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