



Partner case study

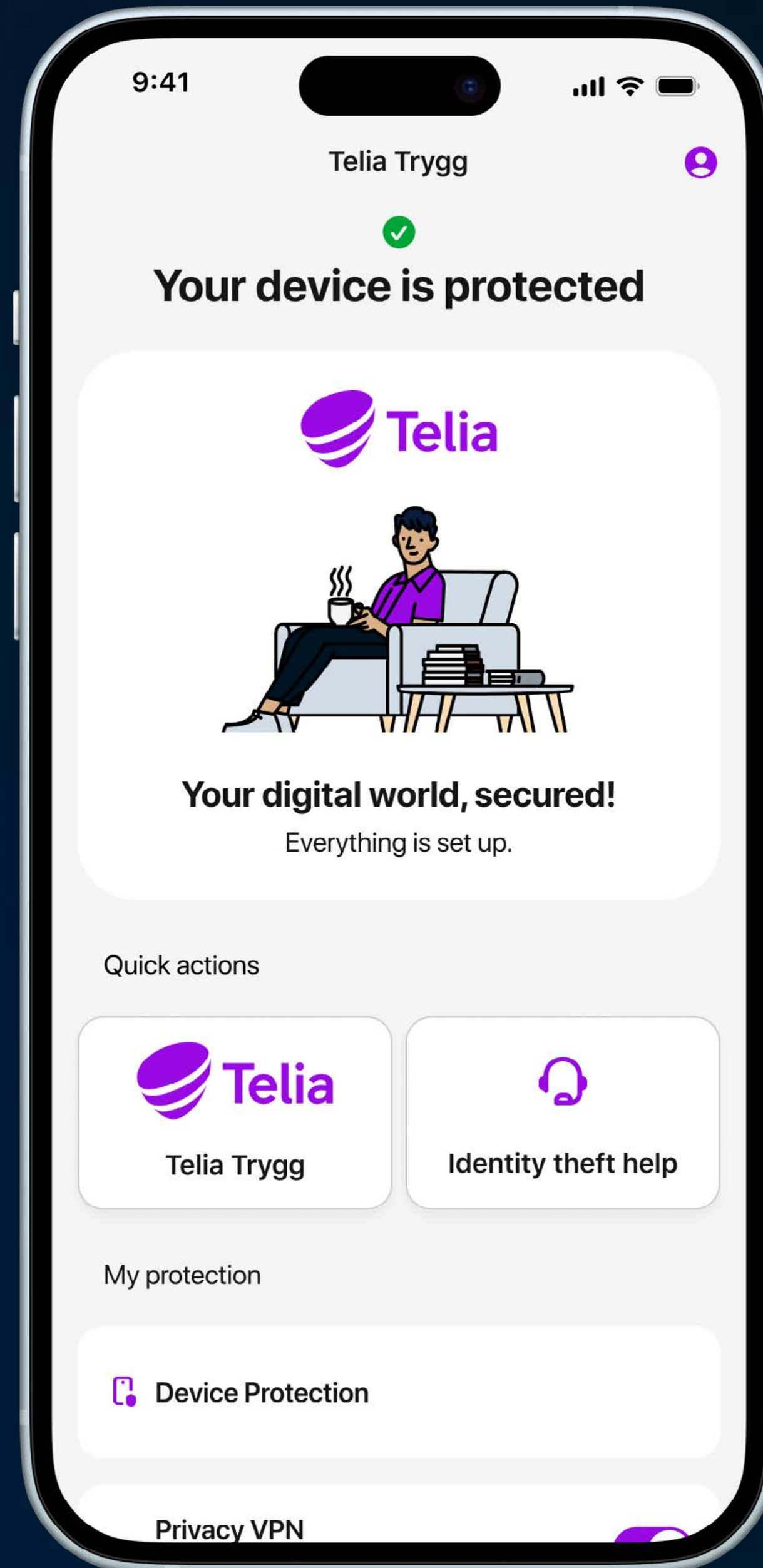
How Telia Sweden seized the opportunity to boost existing customer security revenue by 53%



Challenge

Boost security revenue among existing customer base

- Telia Sweden had a large pool of customers subscribed to F-Secure Internet Protection as an add-on service. To attract new customers, they introduced F-Secure ID Protection, and later enhanced their offerings further by bundling both services with a VPN into one complete package: F-Secure Total.
- While new customers embraced F-Secure Total and sales grew, Telia's largest customer base – their legacy F-Secure Internet Protection subscribers – had yet to upgrade.
- The challenge was clear: to demonstrate the value of F-Secure Total and increase adoption of it within their existing customer base, ensuring the best protection and security experience for current customers.



About Telia Sweden

Telia is Sweden's biggest telecommunications operator with more than 8 million mobile customers and over 1 million broadband subscribers. This is how they changed their security growth strategy by migrating existing security customers to F-Secure Total.

+53%

security revenue

+9%

Net Promoter Score

5%

churn rate

Solution

Migrating existing security customers to F-Secure Total

- Telia streamlined its offering by discontinuing the sale of separate F-Secure products and focusing solely on our all-in-one product, F-Secure Total, to reduce overwhelm and choice paralysis among customers.
- Supported by F-Secure, they migrated their legacy security customer base to F-Secure Total.
- Through clear communication via digital channels and physical media, including postcards showcasing F-Secure Total's unique benefits, Telia effectively conveyed the enhanced value of the new security package to its existing security customers.

Outcome

Greater value delivered to legacy security customers

- With a broader customer base of both new and existing subscribers, Telia saw a 53% rise in security revenue.
- Extensive training for sales agents and thorough customer education contributed to a low churn rate of just 5%, despite a total price increase of 6€/month applied in two increments for the migrated base.
- Telia customers now benefit from complete protection in a single app, which saw their Net Promoter Score increase by 9%.



“F-Secure supported us at every level during the migration of our existing security customer base to F-Secure Total – from training and roadshows for our sales reps to assisting with customer education through marketing efforts and a postal campaign. It has been a fully collaborative, end-to-end project that has achieved great success.”

Hugo Landberg
Business Manager VAS B2C
Telia

About F-Secure

F-Secure makes every digital moment more secure, for everyone. We deliver brilliantly simple, frictionless security experiences that make life easier for the tens of millions of people we protect and our 200+ partners.

For more than 35 years, we've led the cyber security industry, inspired by a pioneering spirit born out of a shared commitment to do better by working together.

For the latest news and updates visit f-secure.com/partners or follow us on our social channels.

