



Partner case study

How Touch 'n Go eWallet stays
relevant and drives revenue with
F-Secure embedded security

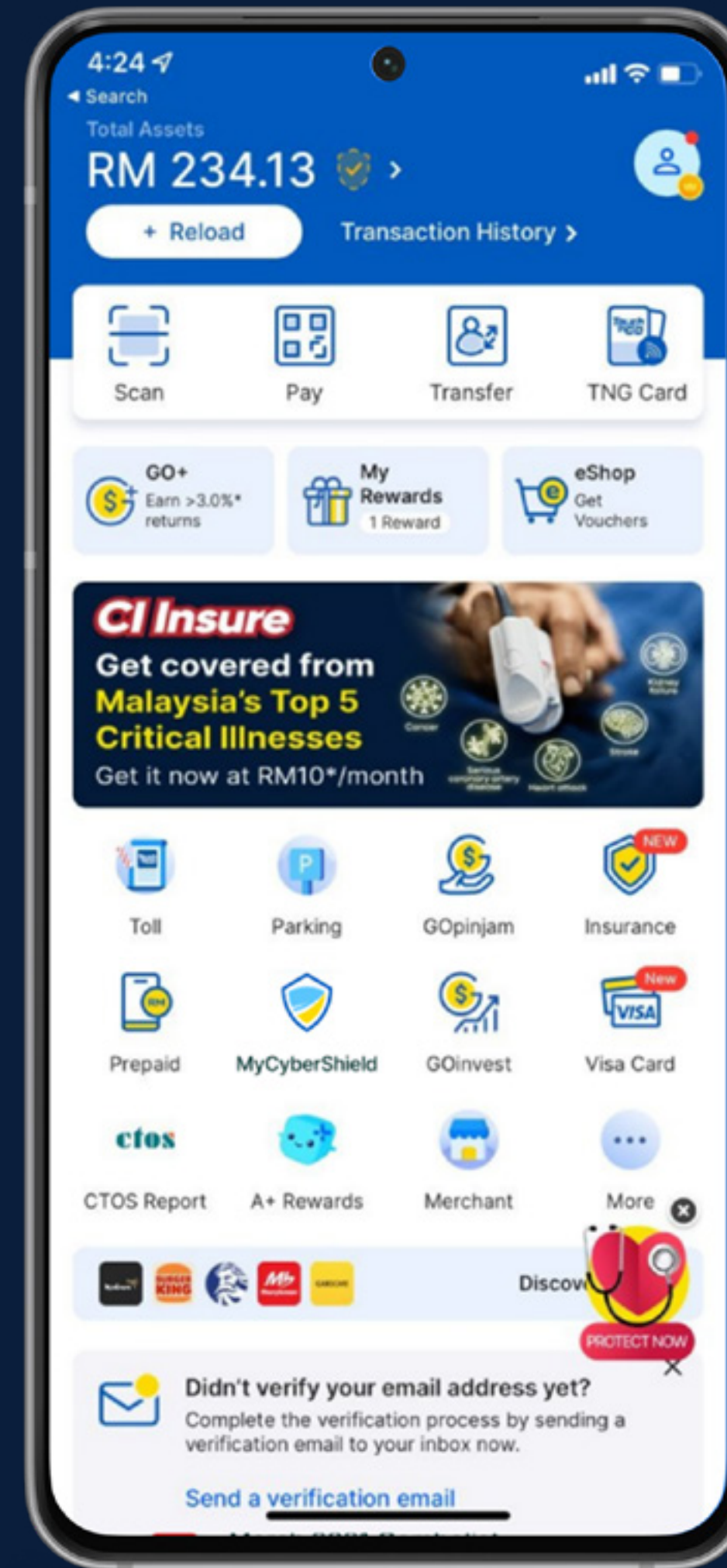


About Touch 'n Go eWallet

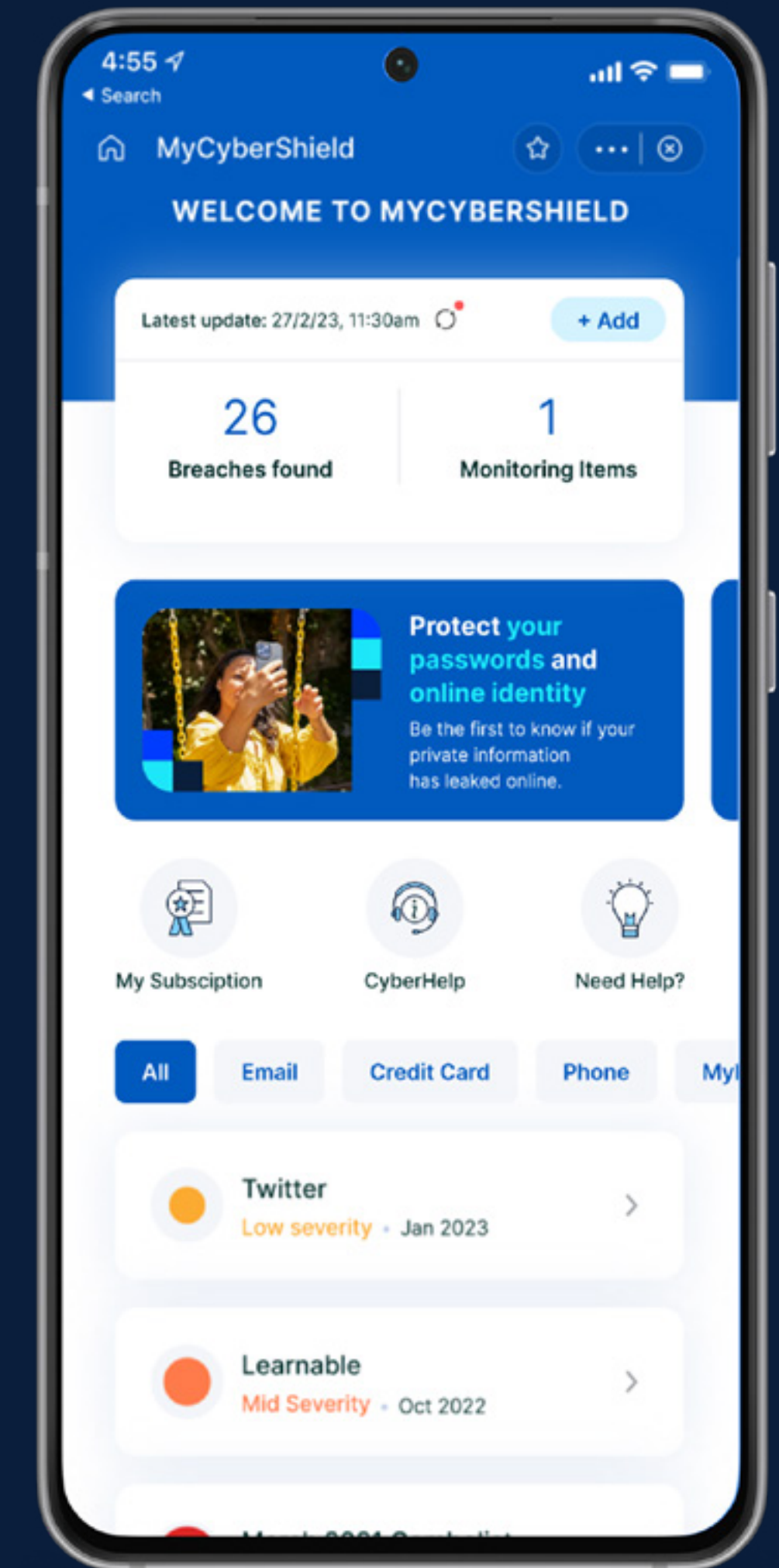
Rated the #1 eWallet in Malaysia and boasting 19 million registered users, electronic payments provider Touch 'n Go eWallet is leading the digital transformation progress towards a cashless society.

Touch 'n Go Group is the cornerstone of the digital transformation within Malaysia's mobility ecosystem, pioneering a seamless consumer experience for millions of people.

Touch 'n Go eWallet app



MyCyberShield online security



The problem

Touch 'n Go eWallet is a key player in the Malaysian electronic payments space. However, like any Fintech business today, the continuous struggle to stay relevant to customers and retain their business is significant. Touch 'n Go eWallet needed a solution that added value and helped them stay relevant and top-of-mind for their customers. They also had goals to move customers from single to multiple use cases and become the trusted consumer partner for all manner of payment types.



The solution

F-Secure embedded security enabled Touch 'n Go to offer a completely new value stream to their customers. Now, they could offer easy-to-understand 24/7 identity monitoring searching for stolen personal data with instant alerts. Plus, they could provide an all-round Cyber Help hotline service for key online problems such as identity theft and more, all within their app and totally integrated into their customers' existing experience. F-Secure and Touch 'n Go engaged in a co-creation partnership from the start, creating a solution that fits their business model, and not taken off the shelf.

The outcome

Thanks to F-Secure's embedded security offering, Touch 'n Go eWallet now enjoys more relevancy with their customers and has increased the value of their offering, ultimately benefiting their bottom line. The introduction of cyber security into their portfolio also aligns seamlessly with their wider strategic goals, enabling them to protect their customers and champion consumer security in Malaysia. Finally, F-Secure has enabled Touch 'n Go eWallet to continue to build trust within their customer base. This has helped move customers towards multiple use cases, as Touch 'n Go eWallet is seen as a reliable provider of other offerings like credit scores and loans.

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Using F-Secure embedded security, we can stay relevant and a step ahead of what our customers are looking for while adding value to our existing offering and building consumer trust. It's a win-win.

Danny Chua
Chief Commercial Officer,
Touch 'n Go Digital

About us

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 180 partners.

For more than 30 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 more information visit [F-Secure today](#).

