

# ZenGRC Helps Conversica Elevate GRC Programs with New Levels of Efficiency, Automation and Visibility

ZenGRC's ease of evidence collection, universal control mapping and risk heat maps are key to success





Conversica is a leading provider of Intelligent Virtual Assistants, helping organizations attract, acquire and grow customers at scale. Serving as virtual team members and autonomously engaging contacts, prospects and customers, the Intelligent Virtual Assistants have reached more than 100 million on behalf of thousands of companies.

The logo for ZenGRC, consisting of the text "ZenGRC" in a white, sans-serif font, centered within a dark blue circle.

**ZenGRC**

## RESULTS

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**Saved 60 days and \$80K  
with expedited SOC 2  
controls creation**

**Streamlined  
evidence collection  
for CXOs**

**Provided real-time  
C-level visibility into risk  
status and threats**

**Ensured platform in place  
for future frameworks —  
HITRUST, HIPAA, PCI**

# Manual Processes Be Gone

Conversica was on an aggressive timeline, laser-focused on revamping its security program to bring automation and efficiency gains to risk, audit and privacy management. The company was just two months away from kicking off a SOC 2 audit and wanted to have a GRC platform in place ASAP to support that effort.

The goal was to eliminate manual and time-consuming processes as the company was using spreadsheets to track all compliance and audit policies and procedures. ZenGRC was selected as the platform of choice, the only vendor to provide:

- A clear path to SOC 2 compliance
- The ability cross-check objectives across multiple platforms
- Support for future frameworks, such as HITRUST, ISO and PCI
- Integrated risk management within the same interface



# First Priority: Vendor Management

*“My immediate focus with ZenGRC was to get our vendor and risk assessments loaded and automated,” said Sonya Lowrance, Director Information Security with Conversica. “To date, this piece was entirely manual and I knew we would reap major efficiency gains right out of the gate.”*

Conversica immediately reduced the burden on internal teams, simplifying and automating day-to-day third-party risk management activities, workflows and risk analysis — a game-changer for the company. The company has reviewed approximately 59 vendors, executing vendor questionnaires at scale to quickly ramp vendor assessments.

## All Hands on Deck

Conversica had an aggressive timeline, ratifying its policies on April 1, 2020, starting internal ZenGRC training in May, followed by a six-month SOC 2 audit. Hands-on support from Reciprocity’s Customer Success team helped deliver the fastest time-to-value, starting with a custom onboarding plan to get up and running quickly.

“Thanks to Reciprocity’s Product Implementation Experts, we were able to move fast, getting our assets, objectives and controls loaded into ZenGRC to gain a single source of truth,” said Lowrance. “We felt confident we were getting sound guidance from the GRC Experts, leaning on their broad framework expertise and to support our planning and execution.”



# 60 Days Saved

Conversica took advantage of ZenGRC's out-of-the-box content, using the Secure Controls Framework™ (SCF) as the backbone of its program, with the ability to support 32 domains and over 750 controls. The Reciprocity technical team helped the company map controls across multiple programs, shifting from a generic control set to Conversica-specific.

"With SCF we expedited building out controls for our SOC 2 audit, delivering another huge efficiency gain," said Lowrance. "Being able leverage a base framework, mapped across our entire program, saved us at least two months of time."



# Kudos for Evidence Collection and Visibility

With ZenGRC, the company's VPs and CXOs are power users, taking an active part in evidence collection for individual departments. With the platform's Audit dashboard and configurable charts, senior leadership has instant visibility into where they stand on tasks from the third-party auditor — able to see status by individual owner and of the project overall.

*"ZenGRC is the backbone driving evidence collection to help us push through to audit completion," said Lowrance. "Our executives contribute directly to the audit workflow, looking at their to-do lists and adding evidence for standing program tasks."*

# ROI, Delivered

With ZenGRC, Conversica achieved SOC 2 certification and is well positioned to address additional frameworks, including HITRUST, HIPAA and PCI. Plus, the platform delivered hard savings, eliminating the need to hire a consulting firm (to the tune of \$80,000) to create a custom control set — instead doing it right within ZenGRC.

“We hit our compliance milestones and Zen was the enabler” said Lowrance. “The platform will power our internal audits, evidence collection and privacy compliance from here on out.”



# Comprehensive Risk Management and Privacy

With ZenGRC, Conversica also reached its full risk management program vision, eliminating manual processes around day-to-day risk reviews. With continuous risk monitoring, automated alerts and the platform’s risk heat map, the company is able to catch and remediate risks with real-time updates.

*“Being able to leverage the risk management piece of ZenGRC elevated our entire security program to a level of maturity we didn’t think was possible so quickly,” said Lowrance. “Our leadership team loves the visibility, able to see how we’re effectively mitigating business exposure.”*

# About Reciprocity

Reciprocity is powering the next generation of information security with the fastest, easiest and most prescriptive solutions in the market. Its fully integrated and automated ZenGRC platform delivers a full catalog of compliance, risk and other infosec applications through one simple user interface that drives greater transparency, actionable insights and benchmark reporting.

Recognized for its GRC expertise and its accelerated time-to-value, Reciprocity is transforming risk and compliance from a cost-center to a value-creator for businesses across the globe. The company is headquartered in San Francisco with global offices in Ljubljana, Slovenia and Argentina.

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