Insight Presentation 2023

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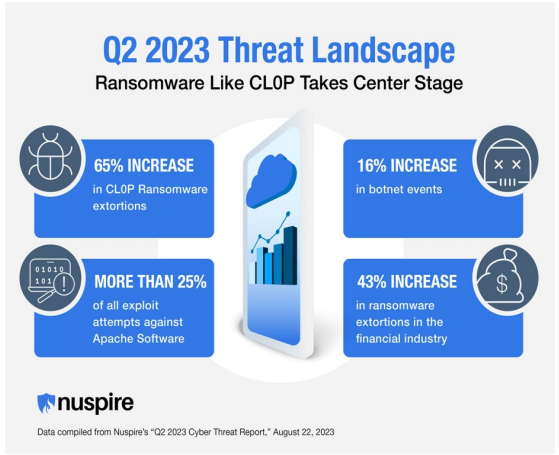
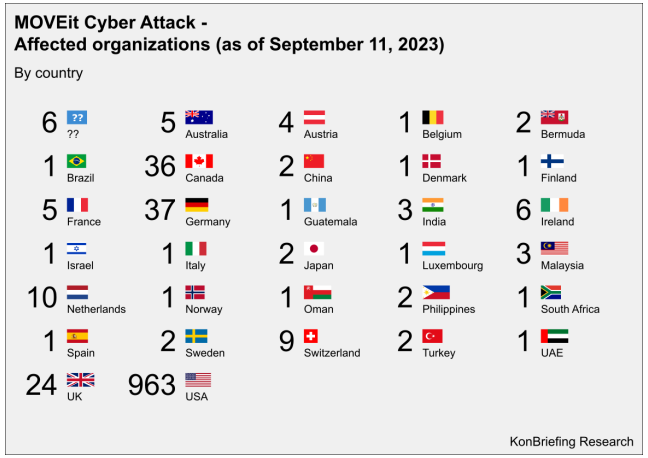
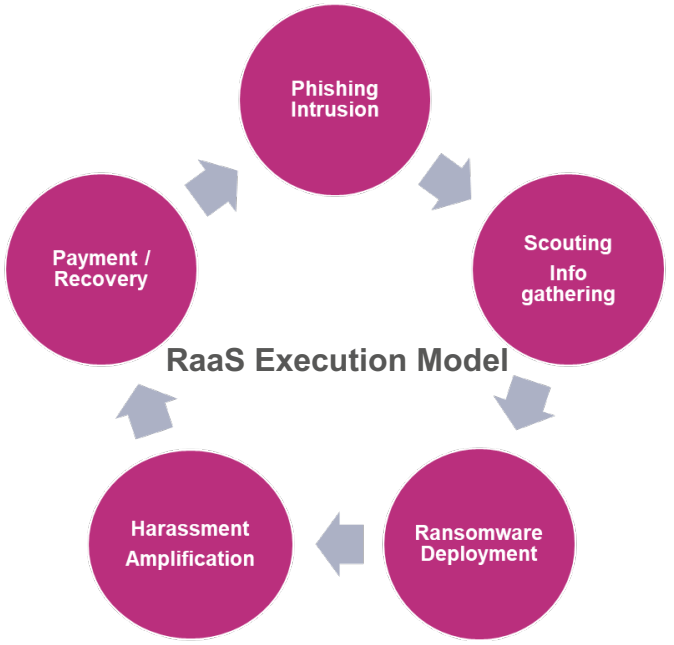
Cyber landscape

Ransomware still the attack method of choice

- Move-It vulnerability – Zero-day attack
- Attacking processors increased attack surface
- Millions affected globally
- Use of PII (Personal Identifiable Information) to induce ransom payment
- Common deadline date
- Shorter timeline from deployment to payment
- Pressure on recovery resources
- Strong return on Investment model
- Systemic style attack



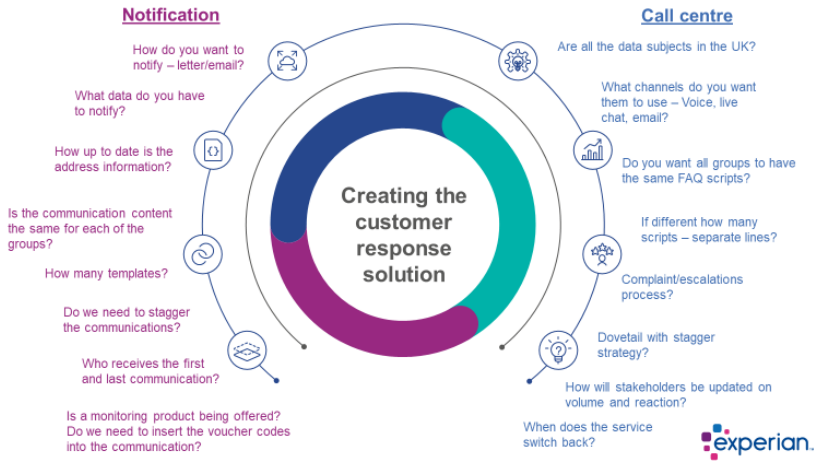




www.experian.co.uk/databreach

How the consumer response was under pressure in 2023

- Large number of breaches simultaneously
- Processors due to the type of vulnerability
  - Outsource providers – Payroll, Pension, HR, etc.
  - Supply chain
- Notification Ownership
  - Controllers set the timeline
  - Hundreds of templates
  - Separate call centre numbers & greetings
- Multi-lingual call centre requirements
- Increase in Town Hall style meetings – build reassurance
- Divergence from the Cyber Insurance model
- Competing demand for resource



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Stress on the System

Emergency room clients versus retained

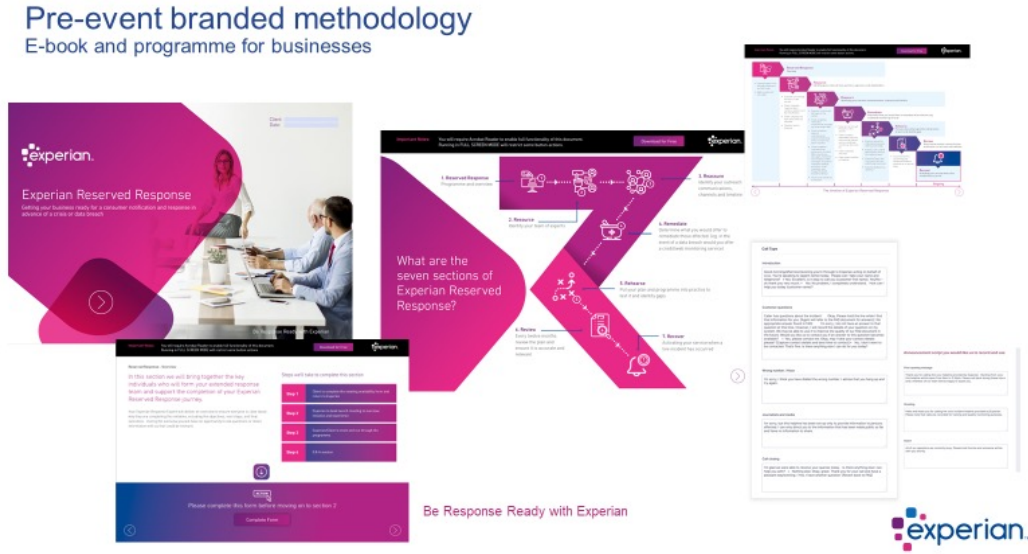
Best endeavours versus guaranteed

Notification

- Templates
- Waves
- Channels

Call Centre resource

- Number of agents available
- Ramp up time
- Languages
- Average handling time
- Resolution rate

Pre-planning

- Setting risk appetite
- Balancing realistic view of what can be achieved
- Build capability matrix – inhouse / overflow / outsource
- Best Endeavours vs Preferred vs Guaranteed
- Staggering response to ensure optimum service performance
- Embracing omni-channel communication to mitigate impact
- Building out plans with specialist partners & differing scenarios