



## Call Centre, Live Web Chat and Email Response Services

Helping organisations to manage inbound enquiries from customers or employees following a consumer outreach notification



### Managing incoming enquiries in the event of a crisis or data breach

We understand how important it is for you to be able to reassure and respond to queries from customers and/or employees when an incident occurs. Once you have communicated to affected individuals you could receive inbound telephone and email enquiries and an increase in website traffic. We have an experienced team who can work with you to prepare frequently asked questions from our library. Our dedicated call centre and response teams can also manage inbound calls, emails or live chat responses via your website on your behalf.

### What's included in this service?

If you would like to prepare in advance or need to quickly assemble a team for a live incident, see below details of how we can help you:

#### **Dedicated account manager to guide you through planning and help you identify resources**

Our dedicated senior response manager will work with you to determine your critical call centre, email response or live web chat requirements plan. Using historical incident data, we can estimate service levels and likely call or response volumes and resource appropriately to optimise efficiencies.

### **Planning is key to an effective response**

With planning update meetings in the diary with your senior response manager you will have ample opportunity to discuss each element of the response plan. Once all resources and steps have been approved we will move into the live phase of the service and ready resources until the agreed go-live date.

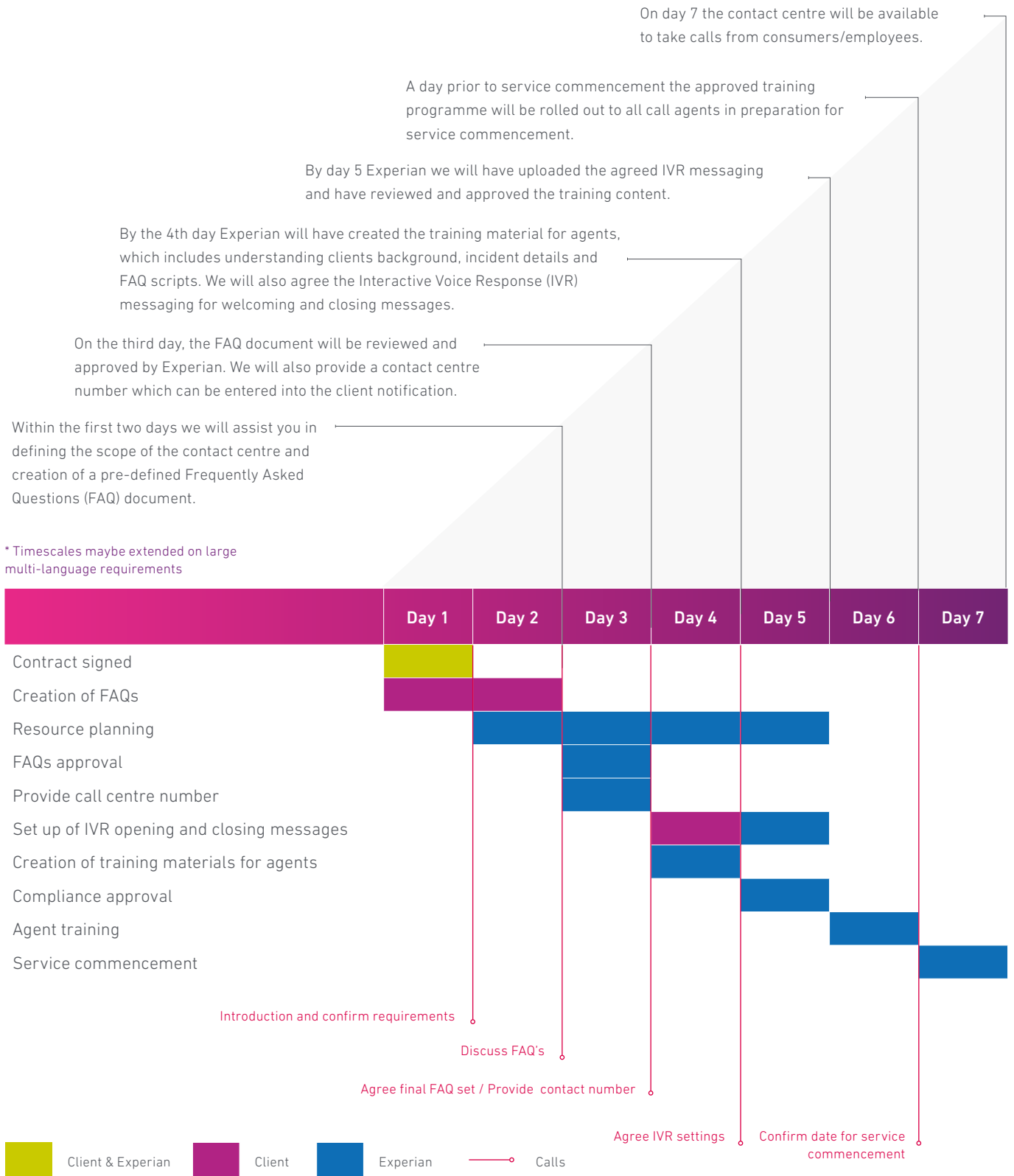
"We believe that effectively managing enquires in the time of a crisis, with pre-determined FAQs delivered by experienced call centre and response experts, is key to providing an efficient, effective and quality response during a live incident."

Jim Steven, Head of Data Breach Response, Experian

# Frequently Asked Questions - Call Centre, Live Web Chat and Email Response Services

## Sample planning process for call centre

Below is an outline of what is included in the planning process, but are not limited to:



**Dedicated high quality call centre experts**

Our highly skilled call centre experts have the capability to provide responses to frequently asked questions in a number of different languages so that you can reassure those in their own language. We can also respond to specific language briefs on a case by case basis, outside of those outlined below. We continue to build upon our current portfolio and today can provide support in the following languages: 30+ languages supported and further 7 languages under contract agreement, including: English, French, German, Italian, Spanish, Portuguese and Polish.

**What times zones and call hours do we provide?**

We provide non-standard UK operating hours to support overseas time zones, enabling you to manage enquiries and provide reassurance for customers across multiple jurisdictions and time zones.

**Bespoke telephone number (toll-free available) and Interactive Voice Response**

Having a dedicated telephone number will enable you to communicate a specified number. This allows us to track the volume of inbound calls being received from your customers. Importantly we can also provide a toll-free telephone number to ensure there is no cost to the individual calling in.

In addition, we can arrange for you to have Interactive Voice Response (IVR) capability so you can pre-record automated welcome, hold and close messages. This ensures messages reach customers in a consistent and timely manner.

**Frequently Asked Question (FAQ) library**

Our previous experience extends to handling thousands of incidents for organisations of all sizes, providing us with the knowledge to create a FAQs library. This resource can be utilised by our clients to create, in advance, tailored responses, which have proven invaluable in the live call centre, live web chat, and email response service environments. It also ensures messaging is managed consistently across the entire incident.

**FAQs Library and Email responses**

You may also consider offering additional support to individuals through an email response channel. The developed FAQs can be used to respond to emails on your behalf using your agreed email domain, freeing up your resources so you can focus on the event itself.

**FAQ and Live Web Chat responses**

Live Web Chat offers the opportunity for those affected to quickly receive a response via your website. We'll set up a live web chat banner on your preferred website page and respond to inbound enquiries using the FAQs on your behalf.

### Management Information (MI) reporting

To keep your stakeholders informed on activities and live progress we also create a daily MI report, which is sent by email and provides updates and statistics in line with the services you have taken. This can identify areas for action and ensures you can continue to manage reputational risk. Our report includes:

- Volumes of call/email responses/chats, average call handling time, typical FAQs asked, response time and complaint/escalation reporting.

### Service excellence through frequent quality checks

We always strive to deliver an exceptional level of service and a positive experience for those people making contact. Your senior response manager will continually assess the quality of our call response handling, tone of voice used, product and messaging knowledge, resolution and security throughout the service.

For more information  
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### Data Breach/Crisis Response Services:

- Letter Notification Service
- Email Notification Service
- SMS Notification Service
- Frequently Asked Questions library
- Call Centre Support (Multi-Lingual)
- Live Web Chat Service
- Email Response Service
- Data Quality Check
- Crisis Response Services
- Credit/Web Monitoring Services
- Management Information Reporting

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