



Experian Data Breach and Crisis Response Services

Responding with confidence in a crisis

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The Experian Consumer Response Team have over a decade of experience supporting businesses to resource and manage small to large scale consumer crisis or breach response programmes.

New capability enhancements for 2021



Notification Channels: SMS and Email Response



Call Centre: Live Web Chat, Email Response Management



Monitoring: Eleven more countries introduced and service cost reduction






Multi-lingual capabilities: Increased by 13 additional languages






Free Portal for businesses: Readiness planning



Consumer notification and fulfilment management

-  Postal letter outreach
-  Email outreach
-  SMS outreach




Consumer response inbound resourcing and management

-  Call centre facility
-  Call centre agents
-  Live web chat
-  Email response management

Consumer response messaging templates

-  Frequently Asked Questions library
-  Communication templates, (sample letters/emails)

Response planning, managing & reporting

-  Response readiness planning
-  Management of resources and fulfilment schedules
-  Management information reporting

Address verification and cleansing services

-  Contact data verification, quality checks and updates

Getting ready in advance

Taking the crucial step to assess and prepare for a crisis/incident means a business can evaluate resources they have inhouse and determine resource gaps. This ensures the business can effectively notify and manage a consumer crisis response when it occurs.

Experian have a range of experts and resources available to suit the needs of all size of businesses. Our services range from a free Response Ready portal with guides to fully supported account managed and Guaranteed Reserved Crisis/Response service.

View our product overviews here www.experian.co.uk/databreach



 Experian Response Ready portal (Free)	 Experian Crisis / Breach Response Readiness Service (Account managed)	 Experian Crisis / Data Breach Consultancy Service (Account Managed)	 Data Breach Guaranteed Reserved Response Service (Account Managed)
<p>Experian's free portal helps businesses to understand what key steps they need to consider when preparing their data breach response plan. Businesses can gain access and download complimentary best practice guides to inform their consumer facing response, including a Data Breach Response and Frequently Asked Questions guide.</p> <p>www.experian.co.uk/business/data-breach-response-ready</p>	<p>Experian's entry level data breach readiness service helps businesses to complete the essential preparation steps of their consumer-facing notification plan using Experian's online Readiness portal. Working with a dedicated Senior Experian Crisis/Response Manager, businesses can complete the key steps of their pre-crisis response plan within 5 weeks.</p>	<p>Experian's consultancy service helps businesses to assess their current response strategy, plan and determine resource gaps. Working with our Senior Crisis/Breach Response Consultant businesses will create important elements of their plan, determine key gaps in resources and devise their consumer response plan. The plan includes all of the key steps to prioritise before a crisis or data breach. Ensuring they can notify and support consumers with confidence when a live incident occurs.</p>	<p>Experian's Guaranteed Reserved Response service gives businesses the ability to plan and importantly reserve key resources prior to a crisis/data breach so a consumer-facing response plan can be activated swiftly and put into action in the event of a live event. Our team of experts will guide your team through detailed response scenarios to determine your plan. Over a period of 13 weeks we will work with you to stress test and identify gaps in the consumer response plan. Once your plan is complete we will align and finalise your guaranteed resources in readiness for a live incident.</p>
<p>Free</p>	<p>£3,000 50% reduction in year two</p>	<p>£15,000</p>	<p>From £30,000</p>

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Responding to a live incident

When a live incident occurs our team of experts work with businesses to finalise their response plan based upon the live scenario and ready resources for small to large scale consumer response programmes.

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Experian's Consumer Response / Breach Response Services



Experian's Consumer Recovery/Breach Response Services provide a range of multi-channel consumer notification capabilities and resources.



Our Senior Response Managers lead the activation of resources against agreed plans, including multi-channel notification fulfilment capabilities, call centre support experts, managing throughout the duration of the response.



Our web/credit monitoring services can also be provided to support consumers who may be at risk of identity theft.



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Meet the Experian Data Breach and Crisis Response Team

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For enquiries relating to Credit Expert, please contact 0344 4810 800
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