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WHAT'S NEXT?

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ORGANISATIONS FACE RISING THREATS AND EVOLVING CUSTOMER DEMANDS. PROACTIVE CYBERSECURITY, UNIFIED COMMUNICATION TOOLS, AND SUPPORTIVE TEAM CULTURES ARE ESSENTIAL TO BOOSTING SECURITY, IMPROVING CUSTOMER EXPERIENCES, AND FOSTERING ENGAGED, PRODUCTIVE EMPLOYEES.



Ransomware Defence: Staying One Step Ahead

Ransomware remains a major challenge for organisations, with attacks becoming more frequent and costly. Cybercriminals often target weekends or holidays when security staff may be less vigilant, making it harder to detect breaches early.

A six-point strategy can help reduce exposure:

- Minimise unnecessary systems running
- Regularly apply software updates
- Maintain an up-to-date contact list for incident response
- Test backups
- Monitor alerts

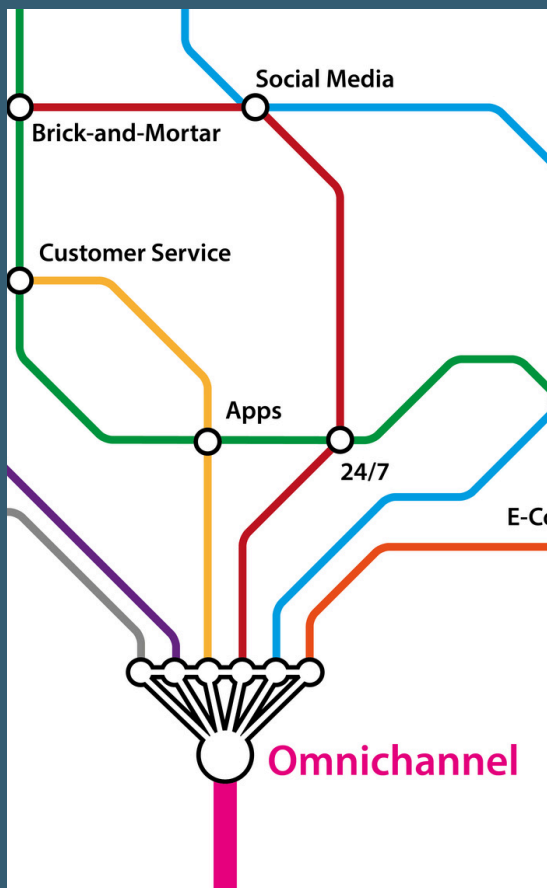
The last two steps are critical for enabling rapid recovery and mitigation. Around-the-clock preparedness is essential to managing risks in an evolving threat landscape.

EXAMPLE:

IN 2024, A RANSOMWARE ATTACK TEMPORARILY SHUT DOWN A UK SCHOOL. THE ATTACK OCCURRED DURING A PERIOD OF REDUCED STAFFING, DEMONSTRATING THE NEED FOR CONSTANT VIGILANCE. THIS UNDERSCORES THE IMPORTANCE OF ROBUST CYBERSECURITY MEASURES, EVEN DURING OFF-PEAK HOURS.

Transforming Customer Interactions with Omnichannel Communication

Modern customers expect seamless communication across multiple channels. Omnichannel solutions integrate voice, email, SMS, live chat, and social messaging into a unified interface, enabling organisations to provide faster resolutions and personalised experiences.



Features such as dynamic routing and automated responses ensure enquiries reach the right team quickly, reducing wait times. By consolidating data, agents can work efficiently while improving customer satisfaction. Organisations adopting these tools set a new benchmark for engagement.

EXAMPLE:

A UK RETAILER RECENTLY REVAMPED ITS CUSTOMER SERVICE STRATEGY WITH AN OMNICHANNEL PLATFORM. CUSTOMERS COULD SWITCH SEAMLESSLY BETWEEN CHANNELS—E.G., STARTING ON SOCIAL MEDIA AND CONTINUING VIA LIVE CHAT—WITHOUT NEEDING TO REPEAT INFORMATION. THIS APPROACH ENHANCED THE EXPERIENCE WHILE STREAMLINING INTERNAL PROCESSES AND BOOSTING TEAM EFFICIENCY.

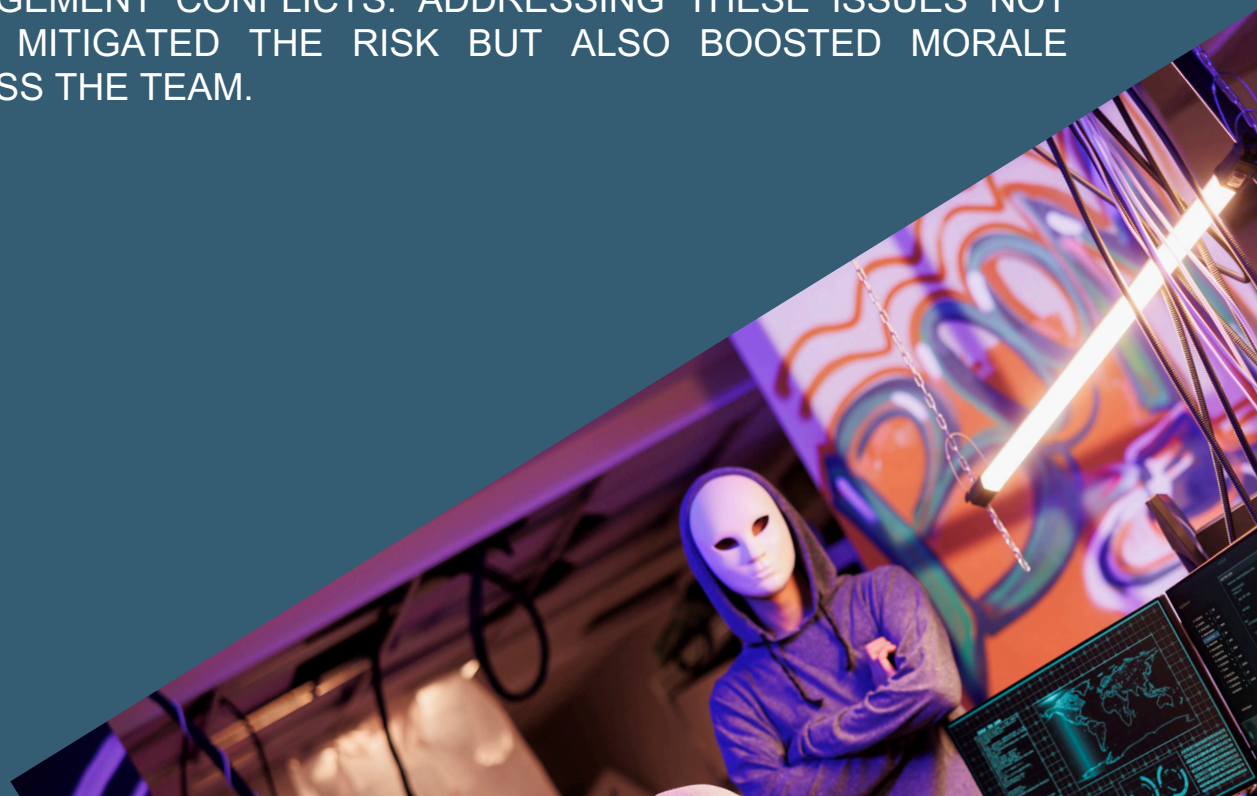
Preventing Insider Threats: A Cultural and Technological Approach

Insider threats often stem from disengagement or dissatisfaction among employees. Tackling these issues requires a dual approach that combines technology and cultural initiatives to reduce risk.

Positive deterrence integrates behavioural monitoring with collaboration between HR and security teams. By identifying early warning signs, such as drops in engagement or unresolved conflicts, organisations can address problems before they escalate. Building trust and fostering transparency are key to maintaining resilience.

EXAMPLE:

A FINANCIAL SERVICES FIRM DETECTED UNUSUAL DATA ACCESS PATTERNS THROUGH BEHAVIOURAL MONITORING TOOLS. INVESTIGATION REVEALED THE EMPLOYEE WAS STRUGGLING WITH JOB DISSATISFACTION DUE TO MANAGEMENT CONFLICTS. ADDRESSING THESE ISSUES NOT ONLY MITIGATED THE RISK BUT ALSO BOOSTED MORALE ACROSS THE TEAM.





Continuous Threat Monitoring: Staying Ahead of Cybercriminals

As cyber threats evolve, organisations must adopt proactive cybersecurity strategies. Continuous threat monitoring uses real-time insights to detect and respond to incidents quickly, reducing potential damage.

This approach includes 24/7 monitoring, rapid response, and proactive threat hunting to identify vulnerabilities before exploitation. By implementing continuous monitoring, organisations can protect data and stay ahead of increasingly sophisticated attacks.

EXAMPLE:

IN NOVEMBER 2023, THE BRITISH LIBRARY FACED A RANSOMWARE ATTACK, DISRUPTING OPERATIONS. CONTINUOUS MONITORING MIGHT HAVE MITIGATED THE IMPACT BY ENABLING EARLY DETECTION. ORGANISATIONS MANAGING LARGE-SCALE DIGITAL ASSETS MUST PRIORITISE REAL-TIME MONITORING TO PREVENT SUCH INCIDENTS.

Empowering Teams with Microcultures and Technology

Workplace culture is shifting towards smaller, team-based microcultures that promote engagement, collaboration, and trust. These microcultures enable teams to meet unique needs while aligning with broader organisational goals.

Leadership plays a critical role by recognising achievements, supporting personal projects, and fostering open communication. Combined with technologies such as productivity monitoring and feedback tools, this approach enhances employee well-being and motivation.

EXAMPLE:

A GLOBAL TECH COMPANY EMBRACED MICROCULTURES TO BOOST INNOVATION AND MORALE. TEAMS WERE GIVEN AUTONOMY TO DEVELOP WORKFLOWS, SUPPORTED BY COLLABORATIVE TOOLS FOR SEAMLESS COMMUNICATION. THIS LED TO IMPROVED PRODUCTIVITY AND ALIGNMENT WITH THE COMPANY'S OVERALL OBJECTIVES.

