

# Computer Information Crisis Communication: A Contemporary Examination

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**Abstract---** In this scholarly investigation, the selected case is that of Visa Inc., with four sets of crisis communication goals designed for the company. These goals seek to achieve three main aims that include assuring task management among user groups, relationship management to restore confidence from the general public, and reputation management to sustain a competitive advantage, despite the credit card data breach that threatens the brand image of the company.

**Keywords---** Communication, Credit card, Reputation

## I. INTRODUCTION

THESE goals are stated as follows:

- To foster timely communication through time-lapse reduction between the data monitoring team and the rest of the departments.
- To increase the number of expert groups responsible for information security monitoring and breach detection systems.
- To increase the number of communication platforms through which user information security updates can be relayed in time.
- To formulate a current communication platform through which service users at Visa Inc. can channel requests and complaints in a timely manner.

## II. STRATEGIES TOWARDS ACHIEVING THE COMMUNICATION GOALS

Various strategies will aid in achieving the communication goals above. For example, one of the goals involves increasing the number of communication platforms while another goal entails increasing the number of expert groups charged with user data monitoring and timely communication when the need arises. As such, a strategy that would promote the achievement of this goal is that which involves hiring additional staff. In addition, facilitation in terms of additional financial allocation will be an ideal management decision in a quest to increase and maintain the number of communication channels, including social media, print media, and television. Upon gathering crisis communication troops or teams, Holladay and Coombs (2013) documented that others strategies include assessing situations in a calm manner, training spokespersons,

establishing monitoring and notification systems, identifying and knowing the stakeholders to whom communication messages target, developing holding statements, and, finalizing and adapting key messages. Therefore, strategies that are deemed appropriate to support the communication goals towards curbing cyber insecurity at Visa Inc. range from hiring teams or troops to facilitations that seek to increase the number of platforms while establishing and implementing new software that seek to remain responsive to new technologies.

## III. DRAFTING MESSAGES

At Visa Inc., the strongest message is to become a global leader in electronic card payments operation in an environment marked by user information security. This message seeks to attract customers not only from the local and regional levels but also at the global level while ensuring that the monitoring and control systems are operational and addressing any emergent issues in a timely manner to maintain the company's reputation. The second strongest message is to achieve a user base that is capable of relaying information regarding any emergent concerns in real-time. This communication or message seeks to assure the provision of an effective platform from which Visa's customers can air their views or raise concerns and receive a near immediate response from the department charged with user information security (Claeys & Cauberghe, 2012). The third strongest message is to secure a well equipped troop whose unending effort to curb dangers arising from unseen or unknown cyber attacks will be characterized by inter-departmental and inter-agency collaboration. The implication is that customers are expected to gain an insight into Visa's internal and external mechanisms related to expertise provision towards assuring confidence about the security of their personal informal – as they continue to seek or use the company's services.

#### **IV. AUDIENCE SPECIFICITY**

In this communication strategy, ideal audiences that are perceived to yield an effective influence of the stakeholders include national security or intelligence groups, as well as external firms that engage in regular monitoring of user information systems in collaboration with Visa's internal group of experts. Indeed, the role of the national intelligence group(s) lies in addressing potential legal liabilities that could arise from any customer complaints relating to communication failures or lapses when malicious activities are detected. Similarly, the national intelligence group acts as a regulator to check trends in Visa Inc.'s conformity to standards shaping the state of communication about user information (in terms of frequency) and advising about some of the emerging technologies or platforms that ought to be incorporated to foster inclusivity and reach out to as many customer bases as possible. On the other hand, external firms responsible for regular monitoring of user information will play the role of examining some of the strengths of the communication strategies outlined and advising about possible improvements that could be made to avoid lapses regarding the duration and frequency of updates to the customers. It is also worth noting that the general public forms another audience group that the formulated strategy seeks to involve because this group plays a significant role of airing views about possible improvements that could be made to the company's current communication goals. An ideal communication platform through which views from members of the public could be received and enacted accordingly is the social media, a trend that prompts Visa to have open forums from which these members could be allowed to channel their views about the merits and demerits accruing from the communication goals and their eventual implementation.

#### **V. TACTICS**

The first step will be to create a website that specifically focuses on the communication goals that Visa Inc. has laid. By creating such a platform, the strategy concerning the need to hire expertise, troops or teams responsible for user information monitoring will be examined and views from members of the public and the current, as well as prospective customers addressed accordingly. It is also worth highlighting that the seminars and conferences regarding current affairs in cyber security will be ideal while fostering functional path development among crisis communication experts. Thus, embracing employee training and development is ideal because of its capacity to update members of the team about the causes and latest trends in cyber security; upon which measures will be taken to keep abreast (Frandsen & Johansen, 2011). As mentioned earlier, specific media through which messages regarding crisis communication goals at Visa Inc. could reach a significant number of user bases include print media, television, and social media. According to Jin (2014) companies that combine or utilize these outcomes are likely to experience a state of improved outcome provision due to

their (the channels') capacity to promote user inclusivity. Some of the documents that might be used to support print media include newspapers, magazines and bulletins while the approach seeking to use television might be achieved through regular advertisements about Visa Inc.'s assured state of user information security and the capacity of the firm to realize a supportive user experience. Lastly, social media could have documents such as journals and e-books displayed to detail some of the crisis communication strategies that are existent with the aim of attracting new user groups while fostering confidence in the current service users.

#### **VI. EXECUTION AND EVALUATION**

In this project, crisis communication goals that have been designed include hiring user information monitoring teams, to reduce time lapses between the information monitoring team and other departments, to increase the number of communication platforms, and to establish a current or up-to-date communication system that is dynamic and responsive based on trends in cyber space. Therefore, an execution of these goals attracts funding, a management decision that lies in members belonging to Visa Inc.'s higher level of the organization structure. Apart from funding, other resources include physical facilities from which the new teams will operate or be accommodated and new communication systems that are up-to-date and seek to improve user experiences. Overall, the effectiveness of the communication goals will be evaluated by examining feedback from user groups. In situations where negative responses or comments made on platforms such as social media and employee feedback during seminars and conferences outshines the positive outcomes, it will be evident that the communication goals and implementation or execution processes will have faltered, and that the need for change will be inevitable. On the other hand, a user response dominated by positive feedback will be an indicator of success in communication goal execution. Apart from feedback, the execution process will be evaluated by focusing on the amount of time taken to relay messages from the user information monitoring teams to other departments and vice versa. Should there be a lapse, it will be inferred that change realization remains inevitable. However, a significant reduction in time lapse will be a pointer of success in not only formulating the goal but also executing it.

#### **VII. CONCLUSION**

Overall, the presence of new teams or experts, reduced time-lapse in information relay, the presence of an up-to-date user information monitoring system and positive feedback from user groups will suggest success in crisis communication goal execution at Visa Inc. and other related firms that have experienced data breaches or computer system compromises in the recent past.

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