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## CASE STUDY

# Resolving A Cyber Scam

Falling for a scam can have wide-ranging consequences, some of which can be downright devastating. At Iris® Powered by Generali (Iris), we've unfortunately seen it all, and one thing is clear: personal cyber protection & resolution services are becoming increasingly important when it comes to combatting scams.

## The Scam Problem

We've all received scam calls – some of us even experiencing at least a handful a day. Javelin Strategy & Research's 2022 Identity Fraud Study shined a bright light on scams, with the report showing **they accounted for \$28 billion of the total \$52 billion in combined losses** (this includes losses from both traditional identity fraud and scam fraud). Additionally, The FTC's Consumer Sentinel Network received over 984,000 imposter scam reports, with reported scams including romance scams, tech support scams, etc.

Tech support scammers generally call pretending to be a computer technician from a well-known company, telling their designated victim they believe there's an issue on their PC. (Ironically, their goal is to do the exact thing they're purportedly going to fix.) They'll ask for authorization to remotely access their computer to "run a diagnostic test," whereupon they'll find an issue and have the customer pay with a credit card to resolve it. In a double blow, the scammer has been able to infiltrate the victim's computer AND now has their credit card data as well.

## The Customer's Solution

With such large numbers of victims falling for tech support scams, **an Iris customer was grateful to have personal cyber protection & resolution services when he came to the grave realization that he had likely provided a scammer remote access to his PC.** It was only after their "fix" that he began experiencing issues on both his PC and smartphone. He soon realized that the "technician" did not resolve anything but had, instead, infected his devices with a virus.

The scary reality is, once your devices are infected with a virus, the scammer can typically steal all of the information and data on them. Oftentimes, many consumers store extremely sensitive documents on their devices – W2s, employment records, doctors' forms, loan applications, and more. With access to information such as this, a scammer can steal your entire identity and do very serious damage.

## The Solution

**Luckily, the customer had us to turn to.** He called his designated program phone number to speak to one of our expert Cyber Risk Specialists. Here's how we helped:



### Computer Clean-Up

1. The customer called in, explaining that he had received a scam call and believed both his PC and smartphone were infected with a virus as a result.
2. We started a remote session on his PC and decided to do a factory reset on the whole computer to ensure that all possible traces of the virus were gone.
3. Iris' Cyber Risk Specialist walked the customer through the steps to perform the factory reset on the system.
4. Because of the time needed for such a process, we called the customer back about every 30 minutes for an update.
5. Once the customer's computer completed the reset, the Cyber Risk Specialist ran a scan to ensure his system was clean; the scan was successful with no issues detected.
6. The customer also tested his system and confirmed there were no more issues.



### Phone Health Check

1. The customer also contacted us about his Android phone, which he believed may have also been infected by the same scammer as the PC.
2. The customer confirmed that he had no antivirus installed on the phone. He had attempted to install a few different free scanning tools; however, had not succeeded in doing so.
3. The customer confirmed we could reset his phone as photos had already been backed up.
4. Iris' Cyber Risk Specialist walked him through the steps to do so.
5. Once the restore was completed successfully, we assisted the customer with account set-up, reinstallation of all of his apps, as well as syncing photos back onto his phone.
6. Iris' Cyber Risk Specialist also recommended an antivirus to install on his phone to assist in helping to prevent future issues.

## The Results

Unfortunately, scams aren't going anywhere, and increasingly more of your customers will be impacted by them in some way. That's why, **in addition to our personal cyber protection & resolution services, Iris also offers identity theft protection services.** Customers can contact our Resolution Specialists to assist with any concerns or questions about staying safe online and avoiding identity theft and fraud that often results from scams. It's just one more way we can help protect our customers from today's ever-evolving and hard-to-spot scams. Our goal is to minimize scammers' success and maximize customer peace of mind.

### About Iris® Powered by Generali

Iris® Powered by Generali is a B2B2C global identity and cyber protection company owned by the 190-year-old multinational insurance company, Generali, offering always-available identity resolution experts (yes, real people available 24/7/365) and tech-forward solutions that uncomplicate the protection process. We opened our first Washington, DC office in 1983 with a simple mission, bringing customers from distress to relief – anytime, anywhere – and went on to become one of the very first identity theft resolution providers in the U.S. in 2003. Today, understanding that victimization has no geographical boundaries, we've got a solution no matter what your customers' coordinates are.

For more information contact [irismarketing@irisidentityprotection.com](mailto:irismarketing@irisidentityprotection.com) or visit [IrisIdentityProtection.com](https://irisidentityprotection.com).