



Preparing for an Engagement

1. [Add a Persona](#) (Breacher will assist you)

- Access the Personas menu.
- Select an existing persona or create a new one with details like name, job title, language, email, and voice profile.

2. Define the Strategies you want to use (Breacher will assist you)

- Choose the Persona that should be used for that strategy
- Customize rules for the strategy, such as how the agent should initiate the conversation and respond to users.
 - Use built-in templates for efficiency, or write your own content.

3. Build a Template out of the Strategies (Breacher will assist you)

- Combine strategies and 'wait' conditions to develop a multi-step Template

4. Create Targets

- Go to the Targets section.
- Add new target(s) manually, or by using a provided template.
- Set up target details (name, email, consent, etc.), uploading photos if needed.

Running an Engagement

1. Sign In & Access App

Start by logging into the Breacher app with your user credentials. If you haven't registered an account yet, you will need to do that first, and an existing admin will need to approve your account before you'll be able to do anything.

2. Create or Select an Engagement

- Navigate to the Engagements section.
- Select the Template you want to use, and choose the target.



- Choose “Simulate” if you want to run it within the platform, or leave unchecked to run a real simulation.

3. Review & Approve

- Preview the simulation, checking all details (persona, targets, timing, content).
- Confirm that all required warnings and consent steps are completed.

4. Launch Simulation

- Submit to schedule or run immediately.
- Monitor initial delivery to ensure everything is working as intended.

9. Monitor & Analyze Results

Monitor Live Results & Analyze Outcomes

- The Engagements page will show you the latest status of each Engagement. You can click into each one to view details, including the conversations with the users.
- After all of your Engagements have complete, you can generate a report for formal review and follow-up.

10. Debrief and Share Results

- Review results in the Reporting section, focusing on how your organization’s failure (click/open/response) rate compares to industry benchmarks.
- **Actionable Guidance:**
 - If your failure rate is **above 10%**, this signals a need for [targeted micro training](#) to address the most common risks.
 - If your failure rate is **under 5%**, you’re performing at a best-in-class level. Continue regular training to maintain this low-risk profile.
 - Rates between 5–10%: consider focused retraining for specific individuals or departments.
- Breacher’s micro training modules deliver quick, scenario-based lessons to close knowledge gaps uncovered by each simulation.
- Archive simulation data and set reminders for future testing and ongoing improvement.