

The Client

A large company with 10,000+ employees located in the Southern US Hurricane Belt with a critical need to remain engaged with their personnel regardless of severe weather effects on their staff or facilities.

The Challenge

To provide true 360° communications in a form that is readily available to their staff using a simple, cost-effective notification system. To assess the safety of staff in the event their facilities are evacuated and to be able to provide current mission instructions to staff wherever they may find safe shelter. To find a solution that can cope with high volume needs in short bursts of time and is not dependent on onsite locations due to weather risks.

The Solution

Two solutions were deployed. A Hosted Information Line (**INFOLINE**) and an Enhanced Messaging Application (**EMA**)

- **INFOLINE (Calm):** Using a well-publicized toll free number and a simple telephone interface, INFOLINE presents routine information such as building status, payroll information, event reminders and the like.
- **INFOLINE (Alarm):** Employees “report in” – identifying themselves by employee identification/password – and gather information concerning their office location. Such information can be immediately posted by the company as part of their crisis management plan. Employees needing direct assistance or specialized information can be immediately connected to the company’s support centre using a menu prompt or by simply remaining on the line
- **INFOLINE** operating status (Calm/Alarm) is set using access to a secure website.
- **EMA:** Provides a means to quickly broadcast messages or mission orders via telephone to all or selected employees .

The deployed solutions are both hosted on Aizan’s secure network. They do not run the risks of being disrupted due to the company’s locations in the Hurricane Belt. Full reporting on access is used to support incident management and post-event audit reviews.

Benefits

- At times of calm, an effective method of providing current information in a convenient form to thousands of employees
- At times of alarm, an effective means to assess the health and safety of relocated staff providing 360° communications using standard and highly available technology—landline and mobile (phone)
- Allows the company to remain in direct contact with employees while the mission of the organization continues
- Dramatically reduces costs and increases reliability by using a hosted solution that provides greater benefits than could possibly be afforded with an onsite solution
- Seen in their industry as “practice leading” through this innovative solution
- Seen by their staff as proactive, caring and efficient