



Improving Customer Connections

Interactive Voice Response (IVR)

The Company

Being located in the heart of the Southern US Hurricane Belt, a large company partnering in the U.S. Space Shuttle Programs wanted to remain engaged with its 10,000+ employees and stakeholders, regardless of the challenges in weather conditions.

Background

The organization sought to provide true 360° communications to all employees in a form that is a simple and cost-effective solution, and available in the most needed times. The company wanted to assess the safety of its staffs in the event its facilities are evacuated and also be able to communicate space mission instructions whenever its staffs may find a safe shelter. Moreover, the solution should also be able to cope with the high volume of calls in short bursts of time and must not depend on onsite systems, due to weather risks.

Aizan's Solution

Aizan developed a customized **Interactive Voice Response (IVR)** solution that allows the company to interact with its employees and stakeholders, based on business circumstances.

In regular operations – **Calm mode**, the solution allows callers to hear routine information such as building status, payroll information, event reminders, etc. In **Alarm mode**, employees “report-in” by identifying their employee ID and contact information. Once verified, the solution allows them to report their evacuation decision and provides the option to speak to support centre agents using a menu prompt. Emergency information can be immediately posted by the company as part of their crisis management plan and evacuation information is made available to the management, allowing them to contact employees if necessary.

The solution's operating status (Calm/Alarm) can be set through a simple and secure website, providing the means to remain engaged with employees in the most challenging situations.

The Results

Aizan's solution effectively manages tens of thousands of calls every year during weather tragedies like “Hurricane Ike” and allows the organization to help employees by providing the information to FEMA (Federal Emergency Management Agency), American Red Cross, and other agencies. It allows the company to take pre-emptive measures, and ensure business continuity and disaster recovery. It reduces operational costs and increases reliability by using our on-demand cloud based telephony solution.

This is just one example of the solutions that Aizan has implemented for its customers on our mission of "**Improving Customer Connections**".

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