



CHAPTER 5

Not Just for Emergencies

One of the most helpful things you can do to gain internal support for new critical event management technology is explain its usefulness to streamline and support everyday business operations.

While it might be hard to justify the cost and effort to implement something for a crisis that might never occur (although we've seen in the last section this isn't the right mindset), it can be helpful to show how risk intelligence and critical communications software can be used during non-emergencies too.

In this chapter, we'll take a closer look at some everyday use cases.

Everyday Use Cases

Whether routine or crisis, emergencies can happen any time, anywhere. No matter your industry, the right critical event management strategy supported by technology will mitigate the impact of many types of events.

 Man-Made / Security Threats	 Severe Weather and Natural Disasters	 Disruptive Events	 Non-Emergency Events
<ul style="list-style-type: none"> • Active assailants • Structure fires • Demonstrations • Criminal activity • Suspicious packages • Political/civil unrest • Terrorism • Cyber attacks • Missing persons • Emergency management • AMBER alerts/child abductions 	<ul style="list-style-type: none"> • Regional forecasts • Watches and warnings • Winter storms • Tropical storms • Tornadoes • Hurricanes/typhoons • Heavy rainfall • Flooding • Extreme temperatures • Wind and dust • Wildfires • Earthquakes • Volcanic activity • Air quality • Tsunamis 	<ul style="list-style-type: none"> • Large-scale accidents/highway closures • Building evacuations • Power outages • Planned events • Plane crashes • Technology outages • Derailments • Airport/public transit closures • Hazmat (gas or chemical leaks) • Disease outbreaks • Boil water notices • School closings • Product recall/delays 	<ul style="list-style-type: none"> • Disaster resources • Local events • Police activity • Presidential alerts • Relief supply distribution • Shelter-in-place • Staffing help • Student/employee/resident surveys • Meter installation & utility work • Supply and demand • Special promotions • Investor updates • On-call scheduling • Appointment reminders • Assistance programs • Policy updates • Warehouse updates

Pre-populated Communications Script

Example 1 – Mandatory Training

Critical communications software is a perfect example of technology that can be leveraged every day, not just during emergencies. Save time and effort during routine mass notifications with pre-populated messages like these. Download and save this example message below to use in the future to communicate with employees.

Advise of Mandatory Trainings

SMS

[Org/Agency Name] Alert: Upcoming mandatory (name of training). Log into your [dashboard/platform/employee program] to select a session.

Email

Subject: Action Needed: Schedule Mandatory [name of training]

Body:

Hello [name],

You have a mandatory training for [name of training] coming up. You can choose which session you will attend. Log in to your [dashboard/platform/employee program] to select which session you will attend. Please send a confirmation of attendance to [contact] and CC your supervisor [contact].

Thank you!

Pre-populated Communications Script

Example 2– Shipment Notices

Critical communications software is a perfect example of technology that can be leveraged every day, not just during emergencies. Save time and effort during routine mass notifications with pre-populated messages like these. Download and save this example message below to use in the future to communicate with customers.

Shipment Notices

SMS

[Org/Agency Name] Alert: Thank you for your order! Your package is on its way. Please allow [timeframe] to receive it. Contact us at [contact] if issues.

Email

Subject: Shipment Notice!

Body:

Thank you for your recent order! Your package is on its way. Please allow [timeframe] to receive your package. If you encounter any issues when the package arrives, please contact us at [contact]. We appreciate your business!