



## CUSTOMER STORY

# European Banking and Insurance Company Keeps Staff Safe With OnSolve Mass Notification

### Challenge

In January 2020, this large banking and insurance company began following the COVID-19 outbreak in China, intent on ensuring business continuity and safety if the pandemic reached its location. As the pandemic began to spread through Europe in February, the firm learned that a number of staff members may have been exposed while on holiday. To prevent the virus from entering the workplace and endangering their employees, company leaders sought to quickly notify staff who had traveled outside the country that they were required to self-quarantine for seven days.

### Solution

Outside of business hours, the most effective way to reach the affected staff was through SMS text. The company used the translation feature of the OnSolve® Mass Notification system to ask more than a thousand employees in multiple languages if they had traveled outside the country by plane, train or bus. Those who had were asked to work from home for seven days.

**8,000+ employees**

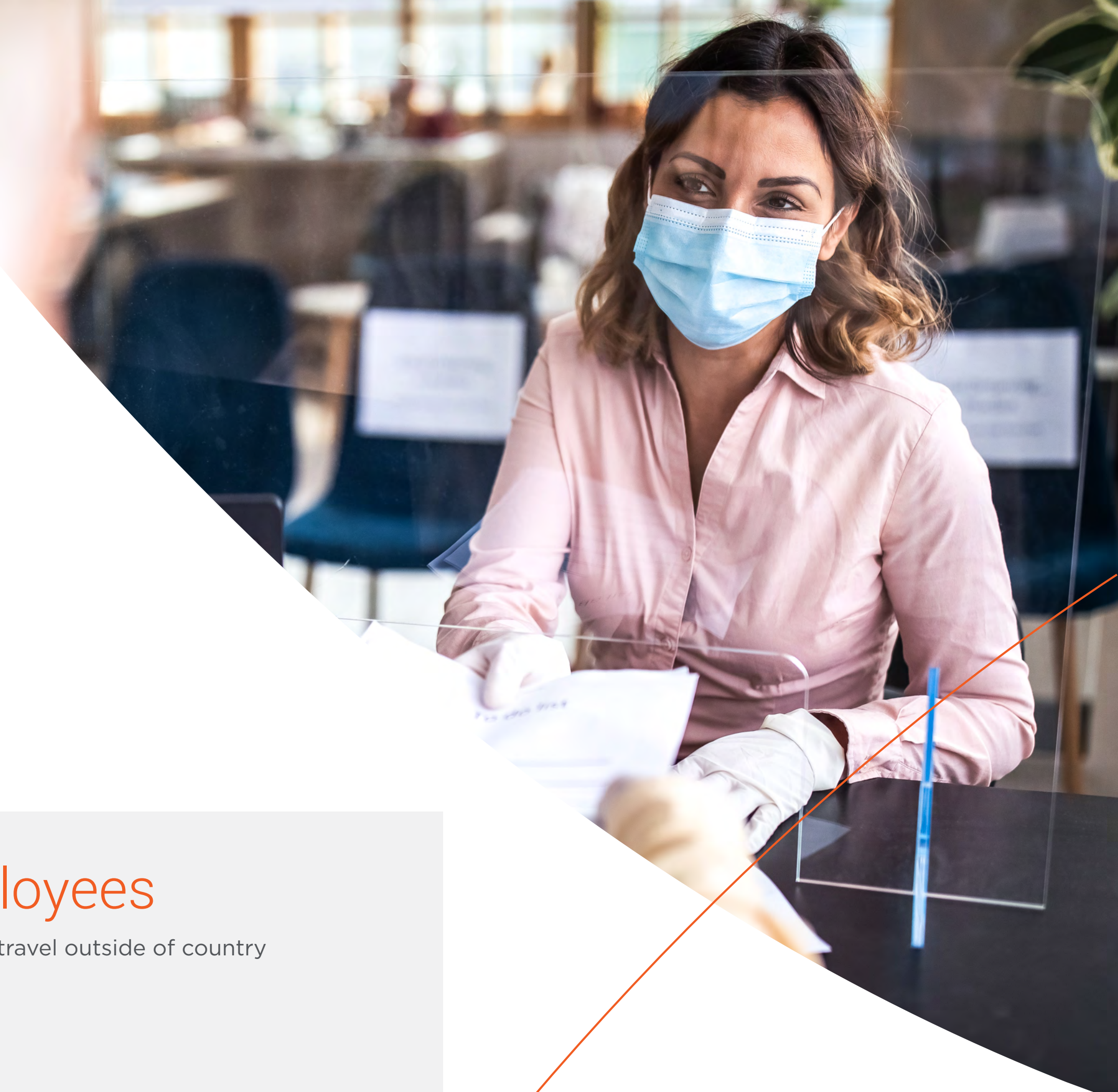
reached via SMS to report travel outside of country

**81.2%**

alert response rate from staff

**98%**

of employees were able to safely work remotely during lockdown, ensuring business continuity



After the initial alert was sent, continuity leaders were able to track and see who had not replied to the message. Later that day, a second alert was sent to a distribution list containing the recipients who had never replied. When the results were reviewed the following day, answers had been received from 81.2% of staff members. One in five agreed to a voluntary one-week quarantine. The remaining individuals who did not reply were denied physical access to the corporate building.

Some of the non-responders indicated they were reluctant to answer an SMS sent from a number they did not recognize. To address this, OnSolve supported the firm in switching the outgoing number to a short code for their home country. The local, more recognizable number generated more accurate recipient feedback, and, as a result, empowered continuity teams with improved insight to take additional action.

## Results

Thanks to OnSolve Mass Notification, the company managed to keep the COVID-19 virus out of its offices, despite employee-wide holiday travel to pandemic 'hot spots.' As cases began to spread through Europe and workers became infected, many companies were forced to lock down. The firm maintained operational resiliency during this time so when a mandated lockdown was enforced on March 13, 98% of its employees were able to successfully work from home without jeopardizing business operations or compromising safety.

By using OnSolve Mass Notification, the client managed and established a mass notifications infrastructure trusted by its thousands of employees to handle ongoing communications related to remote working and the pandemic.

“Thanks to OnSolve, we managed to keep the COVID-19 virus outside of our premises.”

— Business Continuity and Crisis Management leader,  
European Banking and Insurance Company

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