

# 7 Good Reasons Why You Need EmergencyCall



- one**  
10 times faster than manual call-cascade systems
- two**  
Unified messaging to over 170 countries globally
- three**  
Guaranteed 99.995% service availability
- four**  
Auditable down the very second each User acknowledges
- five**  
Command & Control view of call-outs in real-time
- six**  
The market leading solution for large corporate clients
- seven**  
Full range of modern contact devices covered, including voice

## Benefits of an Automated System

Automating your current manual emergency contact procedures will produce positive results in terms of financial benefits and Incident Command and Control performance. Specific outcomes include the following:

### Reduced Costs

Most organisations do not have the luxury of surplus call centre staff that can be switched to devote their entire attention to effecting and managing a call-out. Automating the task means that fewer staff are involved in delivering the calls and the cost of completing such a task is greatly reduced. The system uses either an existing database of names and numbers, or will allow the organisation to prepare lists of people and places that may need to be warned about incidents. Opting for the hosted ASP service means that customers only pay for the parts of the system that they use.

### Operational Efficiency

Priority messages will be delivered quickly to targeted recipients and at minimum cost. With no breaks and a consistent delivery method, it is far

more efficient than a human. Personnel do not have to be moved from their core function to make calls in times of emergency, therefore their efficiency is maximised at all times. This is of particular benefit where every second counts - where the speed of communication and the response is of paramount significance. The system gives reliable, predictable performance at its task, compared to the uncertainties of a manual system.

### Implementing Best Practices

The EmergencyCall offering and the processes that it enables, represent best practice in Incident Notification and Response Management. Criticalcall are committed to maintaining this status. Adopting a Criticalcall system will have a positive effect on any company insurance premiums that relate to the degree of preparedness and resilience. In particular, where insurers enquire about the frequency of Plan testing, the automated EmergencyCall system permits cost-effective rehearsals, with minimum disruption to the enterprise, on a more regular basis.

## Value

We are confident that the EmergencyCall solution can save you money and reduce your operating costs, compared to any manual model of comparable effectiveness.

- ▶ The callout process will be up to 10 times faster than your existing manual system.
- ▶ The system can be set to keep calling until everyone has been contacted, allowing the Emergency co-coordinator to concentrate on the incident in hand.
- ▶ EmergencyCall allows many different ways to schedule calls for individuals and groups. As more information about an event becomes available, individuals or groups can easily be added or removed from the callout list, asked to remain on standby or asked to stand down.
- ▶ The information on any given incident can be quickly delivered to all duty personnel using any combination of Phone, Mobile Phone, Pager, SMS or Email.
- ▶ Detailed paging messages sent to on call staff. Staff who require notification via pagers out of hours can receive a detailed pager message of the incident, they can then call into the system on the nearest available telephone and receive up to the minute information and log their ETA.
- ▶ Different messages can be communicated to the different departments.
- ▶ Messages can be changed while the alert is in progress, allowing real time information on the status of the incident to be sent to key personnel giving them a tactical and operational advantage.
- ▶ The system automatically recognises engaged and unobtainable tones, no answer, voicemail, answering machines and the wrong person answering. It can then take appropriate action to ensure that the right message is left only with the right person.
- ▶ The Call Status Screen shows real time positive and outstanding responses, thus giving you up to the minute situation reports.

- ▶ Detailed logs of all numbers called, time of calls and result of every attempted call can ensure that tests are fully evaluated and improvements and enhancements to the system constantly made.
- ▶ Receives alert responses over the telephone keypad.
- ▶ The system monitors its own performance and automatically re-dials those calls that were not previously successful.
- ▶ Upon request, EmergencyCall can be developed to enable customers to pre-programme staff shift patterns, so they are followed automatically. Once all the information is programmed there is little effort in maintaining the system.



## Key Product Features

With EmergencyCall, one call does it all. It is an integrated computing, software and telephony platform designed to automate the emergency callout process for large-scale enterprises.

In any kind of emergency, key people must be identified, selected and appropriately notified as quickly as possible, with relevant information on the most suitable device for them.

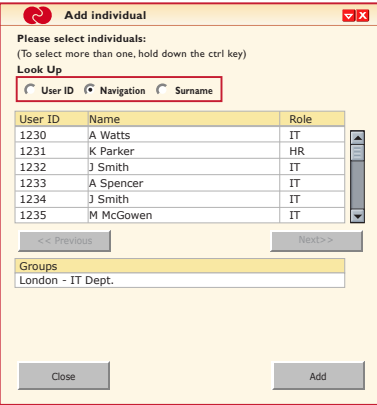
With EmergencyCall you simply select who needs to be contacted (by Group and/or Individual), what information they need to know under various pre-defined, or on-the-fly scenarios and launch the given call-out exercise with a time critical escalation plan.

It gets the right message, in the right format to the right person at the right time.

Event types, contacts, devices, groups and associated data are entered into the system through a simple, intuitive, "fill-in-the-blank" Windows user interface.

EmergencyCall can contact users by any combination of:

- ▶ Telephone landline
- ▶ National/Roaming Mobile Phone (cellphone), or Satellite Phone
- ▶ Answer Machine/Voicemail and Facsimile
- ▶ Digital and Alpha Pagers
- ▶ Email & Instant Email (Blackberry)
- ▶ SMS (including 2-way), PDAs, Smart Phones and 3G devices



The user sets how many times the devices are to be called before abandoning each attempt. In an emergency, notification via digital telephone lines has consistently proven to be the most effective method, as it is immediate, bi-directional and gives the best assurance of immediate action. BlackBerry devices are a new contender.

EmergencyCall begins the callout process by calling the contacts within the notification group selected on their contact numbers, based upon time-of-day and day-of-week. When it reaches a contact by telephone, it:

- ▶ Asks them to enter a password (passwords are optional)
- ▶ Verifies the password and describes the situation in pre-recorded voice files of any language
- ▶ Presents the recipient with action options relevant to the alert, which can be relayed over the telephone keypad; and
- ▶ Requests acknowledgement via the keypad.

If an answer phone or voicemail picks up the call, EmergencyCall automatically changes the script, leaves a generic message (for security reasons) and asks them to telephone in to EmergencyCall (or other designated contact number) to collect their message.

It then marks the call as unsuccessful and continues to try making contact on other relevant numbers.

Engaged Tones (Busy Signal) and No Answer are automatically detected, and calls are re-queued. Meanwhile, EmergencyCall continues the notification process on other numbers for that person, as well as attempting to contact other people in the same notification group, as pre-determined by the contact policy and parameters set by the enterprise.

When pagers or SMS texts are the contact mechanism, users can telephone in to acknowledge alerts, just as if EmergencyCall had reached them by telephone.

All the contact information history is recorded in the EmergencyCall log and is available by other applications for response audit and analysis.

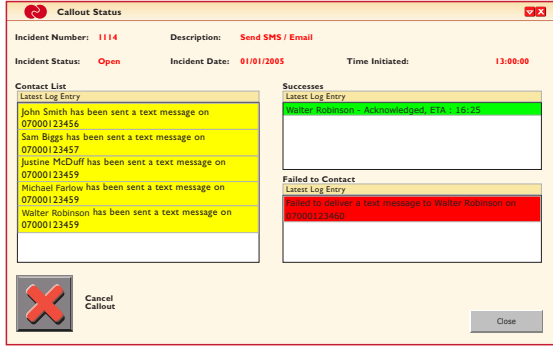
EmergencyCall also lets you perform emergency event simulations, allowing you to keep your response procedures up to date.

# Instigating a call out

Callout's can be initiated by three methods:

## one

Using the Web based input screen, the initiating operator selects the individuals and/or groups to be alerted and the information to be sent. The operator then selects the callout button to activate the callout. As people are contacted and acknowledged the messages, their responses can be viewed as they happen, on the call out screen.



## two

Using a PDA device (with GPRS connection to the internet, for example). Here, you follow the same rules as Web-based access giving the user greater freedom where it is necessary to invoke your service whilst on the move.



## three

Calling into the system (If you have the correct user ID) and using a telephone keypad, to interact with a telephone menu to initiate the entire process.

## Need Awareness

The need for an effective emergency notification system can be driven by either a legal obligation, or more typically a Risk/Impact Assessment on the detrimental effect of loss of operations under certain circumstances. Having become aware, most organisations will progress through the following stages of preparedness over time:

- ▶ **Plan Development:** to provide the most effective response in the event of a given type of event/emergency, together with a mechanism for assessing the effectiveness of that planned response
- ▶ **Test:** Full live tests, or rehearsals, to assess validity of the Plan and provide valuable feedback on flaws in the Plan.
- ▶ **Review:** identify the key areas of the Plan that need to be changed, or

refined to provide a more effective response to the defined emergency scenarios.

- ▶ **Report:** to stakeholders with an interest in the organisations preparedness and resilience in the face of potential threats.

In practice, almost all enterprise Business Continuity, or Emergency Response Plans involve scenarios where large numbers of people have to be contacted with the relevant information in a short period. In Business Operations, such events are typically frequent & recurring. Those carrying operational responsibility typically need to demonstrate auditable progress against the defined communications plan, identifying who was contacted when and with what results, whether this is to management, the Board, insurers, shareholders, or customers.

## Managed Service – Taking the Easiest Route Forward

Almost all our customers now opt for the managed service option. Criticalcall specialise in designing, developing and supporting solutions for critical notification applications, and are committed to staying in the forefront of user's requirements. EmergencyCall is expressly designed to be reliable and simple to administer and support. The fault resilience, heightened security and availability of the offering are achieved by means of the following:

- ▶ The managed service is configured as a mirrored, fault-resilient system, capable of automatic recovery from most common system faults.
- ▶ All voice-processing lines are distributed over multiple servers.

- ▶ Appropriate data encryption and security systems are in place.
- ▶ The service uses 128bit SSL encryption using digital certificates.
- ▶ All data is backed up and stored securely off site.
- ▶ All systems are fully replicated and are in an always-on state.
- ▶ The database servers are located in a secure part of the network separate from all other servers.
- ▶ Access to these is limited to only administrator and DBA access.
- ▶ The end-to-end system is tested multiple times daily.
- ▶ Criticalcall own and maintain all the equipment and telephone lines, which are located at multiple purpose-built datacentres, a minimum 250km apart.

For a full product demonstration, visit us at:

[www.criticalcall.co.uk/tour](http://www.criticalcall.co.uk/tour)



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