



Emergency alerts

Why SMS works
when seconds count

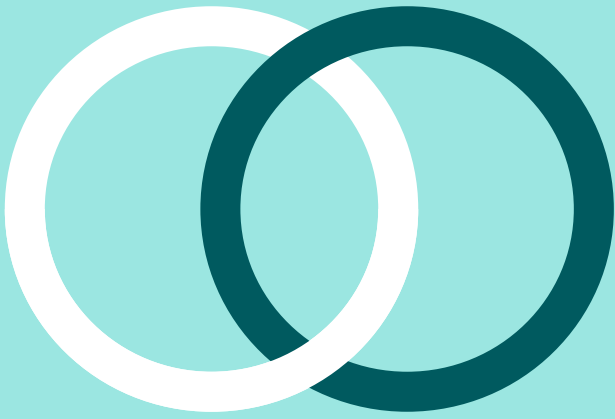


When every second counts

When there's an emergency, it's vital to get through to people who are potentially affected as quickly as possible – to either confirm they're safe or to get them help.

Text messaging is the perfect way to do this. It's fast, reliable and people almost always have their mobile device on hand. Not only that – they also check their texts much more regularly than any other channel. A staggering 98% of all SMS messages are read, and 90% within three minutes.

That's why one of our clients has SMS at the heart of their emergency communications. But this is really a story about empathy. The company cares about its employees and wants the fastest, most efficient way to warn them about possible emergencies and to reach out to them when a crisis is unfolding. SMS is just the delivery mechanism for that empathy.



The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments in exact places.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)

SMS to the rescue

Using two-way SMS messaging, the company can immediately contact employees in affected regions, determine their status and quickly get them help if needed. The response system lets an operator start a question and answer workflow that automatically escalates from one mobile messaging channel to the next until the person is reached and confirmed safe.

By using OpenMarket's drag-and-drop web interface, the company was able to build and deploy its emergency notifications and employee interactions across five continents. And customized message flows allow for fast, interactive messaging with employees that can determine safety in seconds – and get help to people who need it much more quickly.

A weather system has hit your area. Please confirm if you are safe or need immediate assistance.

Today at 11:38AM

Safe – working from home.

Today at 11:39AM

Always alert

For a company that cares about its employees, having a robust communications system as part of its disaster preparedness plan is essential. Using text for its emergency communications has been a huge success and has cut the emergency alert response time to seconds.

We're proud of how we've worked with our client to make the lives of their employees safer through faster, more efficient communications. We'd love to do the same with you. If that sounds good, let's talk.

Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

