



**TIME FOR A
HEALTHCHECK!**
Is your notification system
efficient, effective and 'crisis
ready'!





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10 years with OnSolve (started with MIR3 in 2009).

Account management, implementation, training and global rollouts for many of the Fortune 500.

User workshops and customer collaboration events

FUN FACT



I have 12 'transformation' rescue dogs and some are famous on **YouTube**.



If you've implemented (or inherited) a notification system, you've covered...



RECIPIENTS

NOTIFICATIONS

CONTACT DEVICES

REPORTING

PERMISSIONS/ACCESS

TESTING

TRAINING



Great! You should be all set right?

Ready, set, send....





I forgot my password!

People aren't getting the alerts!



I can't find the group!

I sent the wrong alert!

Arrrgh!!!
Crisis strikes
and you hear...

People aren't responding!

We flooded the PBX system with calls!



Everyone thinks this is phishing/spam!

RECIPIENT / CONTACT DATA



PEOPLE ARE OFTEN UNREACHABLE DUE TO OUTDATED OR INCOMPLETE INFORMATION

What's your use case?
What do you need?



Specific criteria for grouping?



Multiple contact points?



Are you automating or integrating your data source?



Your solution should have multiple ways to manage recipient data including automated data feed and self-update portal

RECIPIENT GROUPS – BUILD THEM OUT!



- Are you creating recipient groups ahead of time?
- Are you using dynamic groups?
- Are you groups clearly named and easy to find?
- Do you conduct regular 'clean ups' so you don't have unneeded groups cluttering the system?

NOTIFICATIONS / SCENARIOS – PLAN AHEAD!!!



Do you create notifications ahead of time?



Are you clear and concise with you message and purpose?



Is you notification title clear and easy to find?



Do your response options make sense?



Conducting regular clean ups?



CONTACT STRATEGY



THE GOAL IS TO REACH THE INTENDED RECIPIENT, NOT JUST THE DEVICE!

Delivery methods appropriate for the situation? ✓

Considering the day and time? ✓

Are you utilizing call throttling to desk phones? ✓

Escalation tiers, time delays, contact cycles? ✓

Device specific messaging? ✓

REPORTS – Actually look at them!



If there is a low response or confirmation rate it could be indicative of bad contact data.

If nobody is being contacted it is likely an issue with how the notification has been set up.

People not responding could suggest a stronger identifier or message opener is needed.

BRANDING



Are you clearly identifying the sender?



Have you campaigned the system successfully?



Do you identify department or function rather than person's name (Human Resources v John Smith)?



Do you use HTML email banners/templates for company branding and to differentiate between crisis (or level of crisis) and operational messaging?

Branded HTML email



Notification severity appended to subject line

Organization appended to subject line

Font formatted to improve readability

Pre-scripted message is clear and concise

Address appears as: cgas@conocophillips.com

Color-coded logo, with severity scale

Aesthetic formatting

Ability to add custom text

PERMISSIONS & ACCESS TO SYSTEM



Do you know
who has access?



What level of
access?



Regular clean up &
review.

DON'T SET IT & FORGET IT!



Do your staff train regularly on how to issue alerts?

Do they know how to issue alerts if internet or power is down?

Do they know what to do if they can't log in?

Do they know how to contact support ?

Are they receiving the right level of training for their role in the system?



TESTING!



- Are you developing and maintaining testing programs?
- Are your tests conducted regularly?
- Do they mirror real world situations?
- Do you campaign so employees understand how the system will benefit them?





QUESTIONS?
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