



Business White Paper
Mass / Crisis Communication Tool



Description: Crisis Communication

Release: Final

Date: 5th September 2007

Author: Continuum

Document Number: 1

ContinuumPlus The Mass Communication Tool

Introduction

We know that getting up to date and relevant information to our staff is important during normal working hours, but in a time of emergency, it is critical. Continuum Consultancy, in partnership with Phonovation, have designed and built the most advanced and feature rich communication system in the market today. This document will outline the ContinuumPlus suite of services that are all web based, can be used independently of each other or bundled but most importantly are ready to be used as soon as you are.

The War Room

How many times have you had new and important information that you had to disseminate through to your management team? You probably had to write a lengthy and detailed e-mail rather than call ten people and explain it to them. You then had to respond to all of the questions that come back via clarification mail etc. Well, ContinuumPlus has a solution. *The War Room* is an instant conference bridge that can be created at any time, day or night with just one SMS. All members of your team will be called and invited to join there and then by our automated system. They will also receive an SMS and e-mail with the conference details in case they missed the call.

This service actually allows you to “pull” your management team into a conference call and can be invoked by SMS or through the Web. The system will call all of the people on your Team or Teams and say (example) “Your Manager has requested that you join an urgent conference call. Please press one to join now”. Even in the largest conference providers today, this service is done manually with a call centre agent dialling everyone on the list that you provide them. This genuinely represents a unique feature in the market.



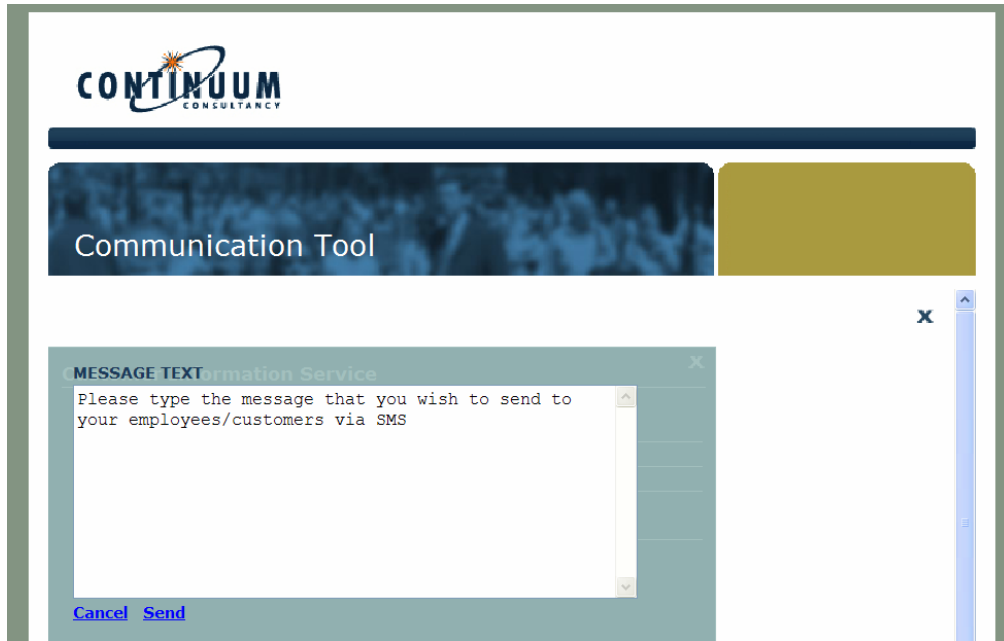
Employee Information System (EIS)

When a Manager needs to communicate an important or commercially sensitive message to a key member of staff, most Managers prefer to use the telephone. Now what do you do when you need to communicate that same message to 1000 staff? Continuum Consultancy have the answer.

Continuum Consultancy will provide you with a secure phone number and PIN. This PIN will allow you to record messages/updates that you wish to communicate with your staff. When you hang up the phone, a text message will be sent to all of your employees (1 to 10,000) asking them to dial into the service to hear your announcement. The message will be played for each individual staff member from the beginning, irrespective of when they call.

The system also allows you to write a specific message on the ContinuumPlus website and send that message via SMS and e-mail directly to groups of employees or all of them.

This system is available 24/7 and there is no time limit on the length of the call. The EIS has been used to communicate staff briefings, pre-empt positive/negative press releases and day to day changes in the working environment.



Customer Information System (CIS)

The Customer Information System works in the same way as EIS above but can be used to reduce the number of inbound customer care calls during on an outage. Here is an example;

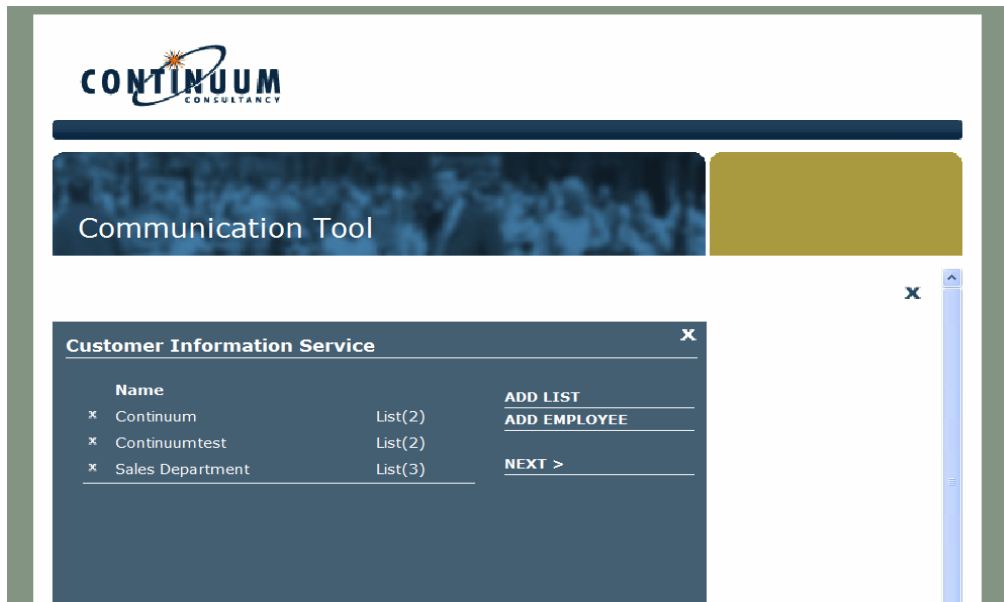
It's 11am and your company has an outage/loss of service. The normal route to take is to wait for your customers to realise that there is a problem and then field the 1000 inbound calls from your 1000 customers. Each one telling you what you already know. Each one receiving the same response and each one requiring a call back within 2 hours with an update. This is the way that large companies have always had to deal with service effecting issues. Here is another option;

It's 11am and your company has an outage/loss of service. Your Operations Manager is made aware of the issue and he dials his PIN protected ContinuumPlus account (an 1890 number for example). He records the following, "This is Norman Newell from XYZ Corporation. It is 11am on Monday 8th October. We are currently experiencing a disruption to service. We have a Team of engineers working now to resolve the issue and expect to return service at 11:40am. I will update this line at 11:20am."

Now, our system then calls each one of your 1000 customers and plays them your message. It can also be sent in SMS and email format at the same time directly from your online management interface. That is 1000 clients who have been informed of your outage before they had to find out the hard way. That is 1000 calls that you do

not have to field through your inbound customer care team and it is 1000 calls that you do not have to respond to and close tickets for.

This service will reduce your reliance on reactive staffing levels and also drastically improve the overall efficiencies of your contact management centre.



Worldwide Employee Security System

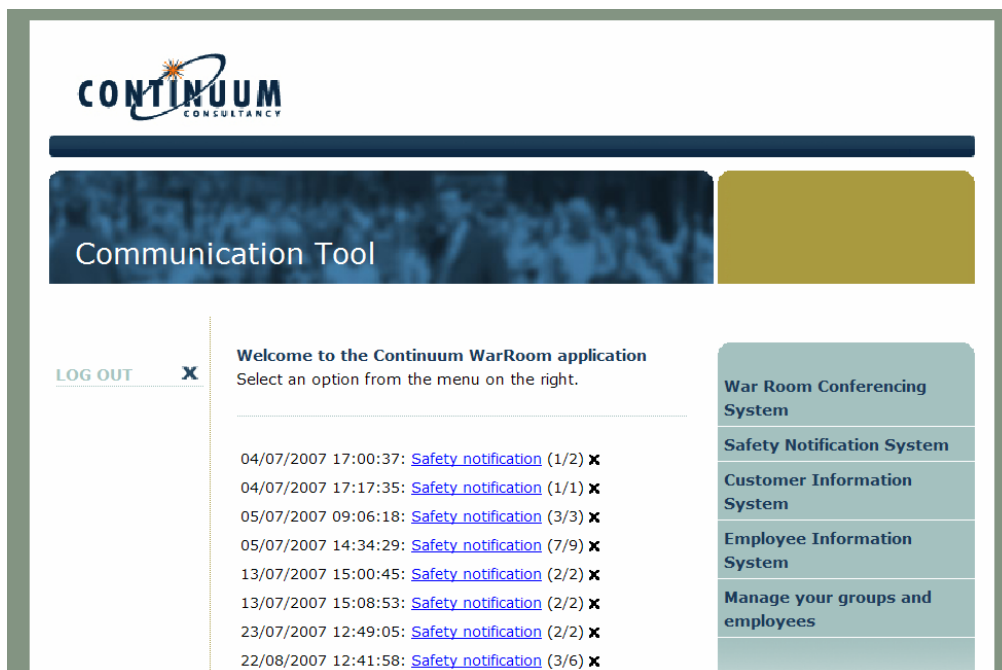
The basic premise of the service is that in the case of an emergency affecting a corporations employees; such as an on site fire/industrial accident/building evacuation, those employees would have access to a service allowing them to notify the corporation of their safety status. Continuum Consultancy in Partnership with Phonovation have developed an IVR, SMS and e-mail (Interactive Voice Response) system to fulfil this requirement.

When the system is invoked by a member of the Management Team, ContinuumPlus will SMS, e-mail and call every staff member (3000 staff in two minutes). The voice call will ask the employee if they are safe and they can press 1 for safe and 2 if they require attention. This information is fed into a live web based application that can be accessed and managed by employees in another city/country. ContinuumPlus can contact 6000 staff and confirm their status with 4 minutes.

When the first call is received by the system it triggers the alert system to start. Phonovations IVR equipment is designed for mass call applications. The website will give details of the persons name, telephone number, safety status and department/building/country.

SMS. This will allow employees the option of sending an SMS to notify the system of their safety, rather than a telephone call. This can be beneficial in situations where it is not possible to make a telephone call because of telecommunications infrastructure damage or the network is congested.

‘Call Me!’ The ‘call me’ option will allow employees to request a call back when they log into the system by following the prompt to post dial 999. This would be for scenarios where they are currently safe but need to speak to their supervisor urgently or require help for themselves or a colleague. When a ‘Call Me’ is received by the system it immediately sends an alert email to the respective supervisor by e-mail and SMS notifying them of the employee who requires a call back. Where possible, it will also send the employees phone number in case they have not been able to call from their own phone.



The screenshot shows the Continuum WarRoom application interface. At the top left is the Continuum Consultancy logo. Below it is a dark blue header with the text "Communication Tool". On the left side, there is a "LOG OUT" button with a close icon (X). The main content area displays a welcome message: "Welcome to the Continuum WarRoom application. Select an option from the menu on the right." Below this is a list of recent safety notifications, each with a timestamp, a link to "Safety notification", and a count in parentheses followed by a close icon (X). On the right side, there is a vertical menu with several options: "War Room Conferencing System", "Safety Notification System", "Customer Information System", "Employee Information System", and "Manage your groups and employees".

Remember if you cant communicate you cant recover !