

Incident comms: Speeding recovery, ensuring safety

When business interruptions occur, prompt, effective communication is essential to a rapid recovery, ensuring the safety of employees, customers, citizens and students, minimizing expense, and maintaining customer satisfaction. Companies may experience service outages, operational issues, emergency situations and other business critical incidents unexpectedly, day or night. Timely and secure communication facilitates rapid recovery, minimizing losses.

Whether you need to activate IT response teams or first responders, communicate with employees, students or citizens, or keep customers and staff up-to-date as circumstances change, having an incident communications solution helps you mitigate the impact of the disruption on your business.

Nuance Incident Communications is a proven, immediate-notification solution that allows organizations to rapidly respond before, during and after a critical incident.

Delivering the capabilities you need

Enterprises need a robust incident communications solution that includes:

- **Proactive, two-way, multi-channel communications.** Provide relevant and authoritative information during an incident.

Rapidly respond to changing circumstances, over preferred channels, across regional, national and global geographies. Rapidly survey and gather responses to assess the situation.

- **Easy administration.** From any location or device, easily segment audiences, build custom messages, prewrite and store event-specific messages, select channels and escalation paths, respond on-the-fly, confirm and report results. Conduct and learn from disaster response testing with ease.
- **Solid technology.** Cloud-based solution with proven scalability and reliability. A 99.99% availability SLA (UI & API) and a 99.9% delivery SLA (requests delivered to carriers, aggregators).
- **Rapid time to market.** The Incident Communications solution is cost-effective and its flexible design allows for seamless integration with existing systems and data. Standard applications can be deployed in as few as 3 weeks, depending upon the testing process.
- **Robust reporting.** Easily test notification systems and conduct real-time optimization. Demonstrate compliance with policy and regulations.
- **A secure solution.** Multiple layers of information security including data, facility, network, personnel and privacy protection (ISO 27001, Safe Harbor, etc.)

Key benefits.

- Respond rapidly, easily engaging dispersed audiences across a regional, national or global footprint
- Minimize lost productivity, revenue and system downtime during disruptive events
- Mitigate risk of liability or regulatory fines with robust audit trail reporting
- Support the safety and security of employees and core constituents
- Mitigate customer dissatisfaction and loyalty impacts in difficult situations

Application capabilities.

- Scalable, reliable, cloud-based solution enabling two-way communications
 - Multi-channel capability including voice, email, SMS text, and mass notification systems like public address systems, sirens and digital displays
 - Intuitive web and mobile UI, accessible from anywhere
 - Web services and delivery platform APIs for integration with business applications like CRM, security applications and employee databases
 - Access to Nuance award-winning technology including text-to-speech (TTS) capability in 47 languages
-

Typical use cases

Nuance Incident Communications meets a variety of business needs:

Business continuity / Disaster recovery

- Communicate with employees and others during Business Continuity & Disaster Recovery events
- Conduct drills and system tests to enhance responses and drive continuous improvement in process

Emergency notification

- Communicate with employees to ensure security, safety and well-being during incidents
- Communicate with the public (citizens / students) to ensure security, safety and well-being during incidents
- Communicate with emergency responders during response and recovery from an incident

IT alerting

- Communicate with IT staff around IT-related events such as viruses, outages, trouble tickets, etc.

Business operations

- Communicate with operational employees or participants in the supply chain before, during & after to mitigate the impact of incidents

Customer service

- Communicate with customers before, during and after an incident to mitigate customer

dissatisfaction and deflect inbound calls

Customer showcase: responding to Hurricane Sandy

Hurricane Sandy struck the Eastern Seaboard during the last week of October 2012. A key need for enterprises in the region was to make sure people were safe and informed. A leading health care solutions provider used incident communications during the storm to maintain employee productivity. The company's New Jersey campus had over 30 buildings across 180 acres, plus off-site leased buildings.

The company's goals for incident communication included ensuring employee safety, and offering information on shelter, showers, phone charging stations and fuel availability. Once safe and able to work, another goal was to keep employees productive by providing information on work locations.

The results? The company sent 122,000 individual messages during Sandy and was able to:

- Send messages by business unit and building, so only the people who needed information regarding power outages or closures received them.

- Offer employees the option to work from home or use "hotel" spaces on the main campus.
- Even though the company's Director of security was evacuated to another state, he was able to access and send notices from the evacuation site in order to communicate critical information to employees.

The confidence of proven expertise

With over 5.3 billion communications delivered on behalf of some of the nation's largest companies—including nearly two-thirds of the Fortune 100—Nuance has developed a unique set of capabilities that are proven to help clients achieve results. Nuance is reinventing the relationship between people and technology, and the company uses intelligent systems to deliver human-like interactions to make communication more effective.

To learn more please call 1.866.968.2634 and say "Sales Department."



About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

