AIR CARGO
CASE STUDY

"Crises Control allows us to reliably update and send tasks to individuals throughout the event whilst allowing a centrally managed approach to recovery."

**Director of Operations
Leading Global Ground Handling Company**

INTRODUCTION

A leading ground handling company, providing high quality cargo and baggage services across a global network, spanning nearly 200 locations in 22 countries on five continents, needed an incident management tool to help them respond to the typical business disruption events that affect the air freight sector.

CHALLENGE

The global spread and complexity of their ground handling operations makes even simple communications a real test for the customer. Different languages, time zones, telecoms service providers and data protection regulations all present complex challenges that need to be reliably overcome.

These challenges are heightened by a highly complex and unpredictable risk environment with regular business disruption that include security incidents, leakage of dangerous goods, loss of power, loss of internet and severe weather.

SOLUTION

The customer deployed the Crises Control platform to support its Operations Team with employee communications across single and multiple sites, to critical incidents via SMS, telephone call and push notification. They also distribute response plans and instructions to the response team using the platform.

The customer also uses the platform to support individual on-site or remote working employees who encounter difficulties in calling for assistance from the operations team using the one touch SOS button. GPS tracking of the employee can then be utilised to locate them and help.

What value does Crises Control provide to you?

Air cargo is used when high-value goods need to get somewhere rapidly and reliably. Events such as severe weather, security threats, airport and air traffic incidents are becoming increasingly frequent. In critical situations, air cargo handlers face significant operational challenges related to logistics, work-flow and knock on impacts around the world.

During such events we must respond rapidly to return to regular operations. Crises Control allows us to reliably update and send tasks to individuals throughout the event whilst allowing a centrally managed approach to recovery. Using real-time dashboards and map-based visualizations, we can view a clear status of users, tasks, incidents and notifications. This helps keeps people safe and accelerates the return to regular operations.

How happy were you with the onboarding and training experience?

The Crises Control onboarding team worked closely with us on the installation. Our Customer Success Manager visited us on-site in our Paris HQ to train our key users in how to setup, manage and use the tool. The process of uploading information to the platform, including detail of our multiple global locations, was easy and straight forward.

What is the relationship like with the Crises Control account team?

As one of their early customers, we have a very close relationship with our Crises Control account team. Our Customer Success Manager at Crises Control is always looking to make sure that we are utilizing the platform to its fullest extent and they also provide 24/7 helpdesk support to rapidly resolve and technical and user questions.

Crises Control is a critical incident notification and management platform,
built around a core crisis communications tool that provides an emergency mass notification capability for critical events.

For more information:

visit: **www.crises-control.com** or call us: **+44 (0)20 8584 1385** or email: **contactus@crises-control.com**

To stay up-to-date with our latest news, blogs, developments follow us at:

 /crisescontrol   /crises-control   /CrisesControl

Crises Control
Transputec House, 19 Heather Park Drive
Wembley, London HA0 1SS

www.crises-control.com