Adding value
to your organisation:
The ROI of a
Mass Notification
system

Introduction: The case for mass notification systems

As any first responder or incident response manager could tell you, communication is key to resolving an incident as quickly and as smoothly as possible.

That's why a dedicated mass notification system is so important. Reliable mass notification systems (MNS) allow organisations to reach every stakeholder, from responders to employees, the public, the emergency services, customers, and more, quickly.

However the value of a mass notification system extends past emergency situations. MNS can be used to run day-to-day operations, to disseminate information to employees, to conduct secure communications with customers and suppliers, or to proactively monitor the health and wellbeing of staff by sending scheduled surveys.

A mass notification system like Crises Control tracks every message from delivery to response so that you can stay on top of your communications.

Getting the right communications to the right person, at the right time

When responding to an incident, time is of the essence, and there is no space for mistakes. Just some of the common communications challenges faced by organisations are:

👉 Delays in alerting incident response teams.

👉 Delays in alerting affected staff - and making sure that the right messaging is sent to the right person.

👉 Out of date contact information or contact lists so messages aren't delivered or are sent to the wrong people.

👉 Multiple and mixed messages from different parts of the business, some of which may be giving incorrect or non-approved information.

👉 Hampered responses as responders try to understand which message to follow.

👉 Limited information for responders and managers, who require detailed information to carry out their tasks.

👉 Difficulty coordinating the response across cities, countries, and time zones.

"When every second counts, Crises Control gives us the confidence that we are sending the right messaging out, helping us improve our response, and saving time, money, and reputation points."

Head of Operations, Global Logistics Company

Improved communications with a mass notification system

By contrast, a mass notification system will allow the organisation to:

☞ **Alert contacts in their preferred method:** Mass notification systems use multiple channels, so that stakeholders from responders to employees can be notified in their preferred communications mode, be it text message, call, email or push notifications to their phone, mac or desktop. The mass notification system will continuously attempt to reach the recipient by trying each delivery method until it is read.

☞ **Create contact lists and define messaging:** During an incident, different groups of stakeholders require different messaging - for example responders may be called to the office while regular employees need to be told to stay at home. Mass notification systems can support multiple groups allowing the messenger to choose the appropriate team at the press of a button.

☞ **Set predefined messages:** Time is of the essence in any incident, so mass notification systems allow organisations to set up template and pre-drafted messages that can be deployed in seconds without needing to create a message from the start.

☞ **Create and send messages:** When required, authorised personnel can create and send messages quickly and easily to the correct groups.

☞ **Send and receive additional information:** Mass notification systems allow for rich messaging, including images, videos, documents, and surveys. They can also demand a response from the recipient and audit for compliance. Additionally, they can even allow employees who are in danger to turn on tracking to allow response teams to find them.

☞ **Generate delivery and activity reports:** Real time dashboards record who has received the message, by which channel, their location,whether they have replied, and more, giving responders all the information they need at their fingertips.

☞ Improve response times to IT failures and unexpected events

☞ Automate alerting and notifications when an incident occurs

☞ Predefine messages for any event, and send them with the touch of a button

▌The benefits of mass notification systems

The benefits of mass notification systems fall into four main categories:

Benefit 1: Better business processes

- Improve communications with employees, including how you make announcements or notify them of scheduled or last minute operations changes.
- Integrate the mass notification system with other platforms such as a contact management database or HR system to keep up to date contact information.
- Integrate the mass notification system with IT monitoring tools or other emergency systems and automate alerts for speedy notifications to responders and managers.
- Eliminate human error by automating crisis communications.
- Save time by having everyone on one call wherever they are with conference bridging.
- Enable two way messaging to allow employees to communicate with each other.

Benefit 2: Reduced costs

- Store important instructions such as evacuation instructions, facility closure guidance, and other guidance on the mass notification system, ready to send to employees when required.
- Know where everyone is with remote roll calls or check-ins wherever employees may be.
- A complete audit trail of every communication both in emergency and business as usual situations, lowers legal risk in case of challenge.
- Subscription based pricing means that organisations pay for what they need.

Benefit 3: Improved revenue generation

- Shorter downtime and quicker recovery times improve productivity, and show consistency and reliability to current and potential customers.
- Real time information helps inform logistics and customer support employees who can use the information to improve the service they provide to customers, leading to customer loyalty and higher revenue.
- Automating manual processes and activities allow staff to focus on revenue generating activity.
- Improved communication and security features on mass notification systems enables the organisation to move into new markets while keeping remote employees informed and safe.

Benefit 4: Boost a communication culture

- Tighten up communication with a dedicated business communication system that encourages them to respond to work messages quickly and effectively.
- The centralised nature of the mass notification system helps improve the messaging that employees receive, strengthening corporate identity.
- By automating contact lists to HR and a self service module no employees will be lost from communications.
- Improve communication with stakeholders and employees in conference calls through a conference bridge. Conference calls will also streamline decision making processes.

Demonstrating return on investment

Step 1: Analysing investment

The investment in a mass notification system can be split into three main areas: The cost of a subscription, ongoing costs of managing the system, and the cost of training employees to use it.

Costs can be broken down as follows (figures based on an organisation with approximately £10 billion in revenue, 20+ global facilities or offices, and 10,000 employees):

Investment	Year 1	Year 2	Year 3	Total
Subscription and licence	£250,000	£250,000	£250,000	£750,000
Management	£25,000	£25,000	£25,000	£75,000
Training	£7,500	£7,500	£7,500	£22,500
Total costs	£282,500	£282,500	£282,500	**£847,500**

Step 2: Applying monetary value to benefits

It is worth noting that many of the financial benefits listed below are costs that don't usually have lines in the budget, but that ultimately can cost a significant amount of money each year.

Benefits can be broken down as follows (figures based on an organisation with approximately £10 billion in revenue, 20+ global facilities or offices, and 10,000 employees):

Benefit	Cumulative 3 year benefit
Reduced losses from business interruption	£2,000,000
Reduced IT downtime	£1,500,000
Avoided damage costs	£1,000,000
Avoided cost of loss of productivity	£1,250,000
Improved security and IT team productivity	£500,000
Total	**£6,250,000**

Step 3: Calculate the return on investment

	Figure in £
Total 3 year benefit	£6,250,000
Total 3 year cost	£847,500
3 year return on investment (£)	**£5,402,500**

▎Tear up the call trees

Clinging to the good old call tree? After all, "if it ain't broke, there's no need to fix it". Right? **Wrong**.

Traditional notification systems have had their day. To summarise:

- ☞ **Call trees** rely on callers calling a designated list of other people. First up, you need to get the right person in the right branch. If they don't respond, that entire branch won't receive the message. Then they have to have the right numbers for all the people they need to call. Next each call takes time, wasting precious time as the caller makes their way down the list. Phone calls are charged to the callers. And finally, the caller has to give the right message, which may get distorted with each re-telling. So the last person in the call tree may receive the message up to an hour late, containing information that is inaccurate at best, or incorrect at worst.

- ☞ **Radio and television** require people to actually have them on at the time the message needs to be delivered. There's also no way to verify that they have seen/ heard the message, that they understand it, and that they are following it.

- ☞ **Sirens and other alerts** can catch people's attention, but that's all they do. Does the siren mean run for cover, or shelter in place? How long do they need to stay there? Sirens can't deliver the useful information needed to keep recipients safe.

Mass notification systems will alert all recipients simultaneously with the same message as their peers. They can require the recipient to acknowledge the message by reply, or they can be tracked by the system itself. Rich messaging options enable the incident response team to send out useful information, guidance, and even maps to safety. And they can send out follow up messages to sound the all-clear.

"Coming from using a series of call trees, Crises Control is a simple solution to getting different messages out to different audiences. We also get acknowledgement and other status reports."

HR Directors, Global Government & Defence Organisation

▎Move forward with a mass notification system

Evidence shows that mass notification systems provide multiple benefits for organisations, creating an unarguable return on investment both in financial terms, and in improved business operations.

Isn't it time you saw the benefits for yourself? And which one should we get?

SoftwareReviews — Emergency Notification Data Quadrant, March 2022
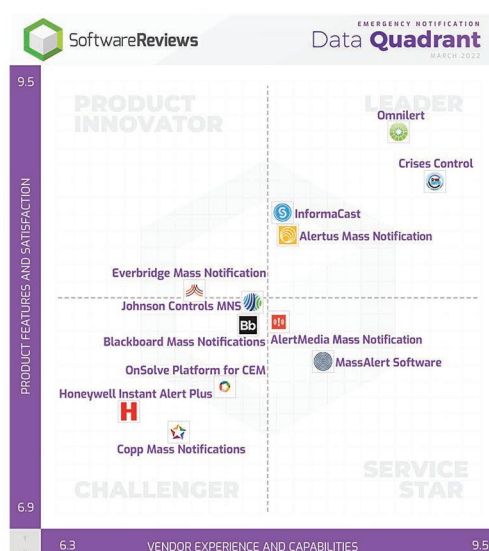
11/25/2020   **Gartner**

Market Guide for Emergency/Mass Notification Services Solutions

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By Analysts Roberta Witty, David Gregory, Brent Predovich, Mike Gotta

Initiatives: Technology, Information and Resilience Risk

Emergency/mass notification services send critical and emergency messages to internal and external stakeholders in support of many use cases, including pandemics. Security and risk management leaders can use this research during the EMNS procurement process.

50,000,000+
critical messages sent

200+
countries & territories covered

1,000,000+
users

Crises Control is known in the industry for our:

Friction-less signup process
Simple and efficient on-boarding
The option to self-implement
Easy, beautiful and simple to use UIs

Crises Control

We simplify managing crises

contactus@crises-control.com

www.crises-control.com