



ENHANCING EARTHQUAKE RESPONSE WITH MASS NOTIFICATION SOFTWARE CASE STUDY



"Crises Control helped us account for our entire workforce in minutes. The two-way communication capability made it easy to identify colleagues who needed immediate assistance. It is now an essential part of our safety infrastructure."

Safety Director, Major Turkish Automotive Manufacturer

SUMMARY

A leading automotive manufacturer in Turkey operates a large, multi-building production site employing more than 2,000 workers. Situated in a seismically active region, the organisation must be prepared to communicate rapidly during earthquakes and maintain strong business continuity standards. The company required a reliable, multilingual solution capable of reaching every worker instantly, confirming their safety, and supporting coordinated incident management across the entire facility.

CHALLENGE

- › Located in one of the world's most active earthquake zones
- › 2,000+ employees dispersed across multiple production buildings
- › Need for rapid alerts and fast employee safety confirmation
- › Language-specific communication for a predominantly Turkish workforce
- › Integration with national early warning systems for real-time seismic alerts
- › Requirements for regulatory compliance and formal business continuity processes

Traditional communication tools; emails, loudspeakers, manual calling trees, were not fast or reliable enough during seismic emergencies.



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CASE STUDY

SOLUTION

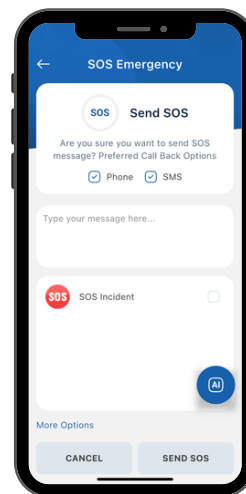
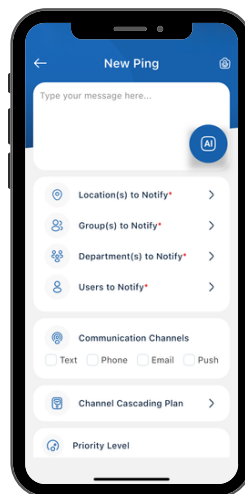
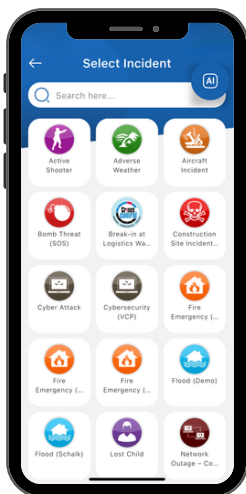
Using Crises Control's Mass Notification Software, Ping, and Incident Management platform, the organisation implemented an automated earthquake alerting system that improved speed and coordination. When an employee detected an earthquake risk, they launched an incident through the Incident Manager module, triggering immediate alerts. Pre-configured Turkish-language templates ensured messages were accurate and easily understood, while automated workflows delivered the correct alert to the right employees without manual intervention.

Alerts were sent simultaneously via SMS, email, phone calls, web alerts, app notifications, and Microsoft Teams, ensuring workers received the message even in noisy or complex manufacturing environments. Employees could respond instantly using preset options; "I'm safe", "I need help", or "I'm trapped", with optional GPS location sharing to support rapid rescue coordination.

Safety leaders managed the situation through a real-time command dashboard, providing live confirmation rates, highlighting individuals needing assistance, and monitoring progress throughout the facility. This gave the organisation a single, reliable source of truth during the event, enabling faster, more informed decision-making.

CONCLUSION

The manufacturer significantly improved its earthquake readiness with a modern Mass Notification Software solution that supports both employee safety and wider business continuity objectives. With automated alerts, two-way communication, and real-time visibility, the organisation can now coordinate its emergency response in minutes, ensuring a faster, safer, and more compliant approach to seismic incidents.





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CUSTOMER FAQs

➤ **What value does Crises Control provide?**

"Crises Control delivers rapid, multi-channel communication during critical events, improving visibility, reducing response times, and strengthening incident management and business continuity across our organisation."

➤ **How was the onboarding and training experience?**

"The onboarding process was structured and straightforward. Our teams received tailored training, enabling quick adoption across all departments, including our frontline workers."

➤ **How does the platform improve emergency response?**

"By combining rapid incident reporting, targeted alerts, and two-way employee confirmations, Crises Control enables our safety managers to quickly identify who is safe, who needs help, and deploy resources exactly where they're needed."

➤ **Do you use Crises Control for anything besides emergencies?**

"Yes. The platform is also used for operational updates, scheduled maintenance notifications, and internal communication."

➤ **How is the relationship with the Crises Control team?**

"Our experience with the Crises Control team has been excellent. They're always responsive and offer helpful guidance. It feels more like a true partnership than just a vendor relationship."



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