



# Public Alerting

The Public Alerting feature has our mass communication engine at its heart. It allows an organisation to notify a large number of people over multiple channels; SMS and email.

During certain events (for example: a pandemic) Crises Control's Public Alerting feature has never been more relevant. After all, the only thing harder than planning for an emergency, is explaining why you didn't when that day comes.

## How can it be used?

- » Let customers know when there are service outages.
- » To alert members of the public of impending risk or crises affected areas.
- » To alert members of the public that might have travelled through a known coronavirus-infected zone.
- » To help protect the most vulnerable by orchestrating first responders, healthcare providers and volunteers with location based targeting.
- » It can be used to evacuate employees, contractors on-site or visitors en-route to the area or building.
- » Send verification code, OTP, reset password and termination.

## What are the benefits?

- » It requires no technical skills to operate and can be done from anywhere.
- » Global coverage.
- » Two channels SMS and Emails .
- » Flexible Message Capacity.
- » Retry options for failed SMS (undelivered) .
- » Service Level.
- » People's details can be uploaded at the time a public alert is created and executed.
- » GDPR compliant.
- » Complete independent of your IT infrastructure.
- » Pricing and Commercials.

