



Company: Crises Control
 Name: Shalen Sehgal
 Email: shalen@crises-control.com
 Web Address: www.crises-control.com

Communicating In Critical Circumstances

There is nothing worse than operating in a vacuum. Where there is no information, people second guess themselves. The team at Crises Control are experts in communication during critical events and have been named Best Mass Incident Notification Platform 2021 – UK in Acquisition International's 2021 Global Excellence Awards. We take a closer look to find out more.

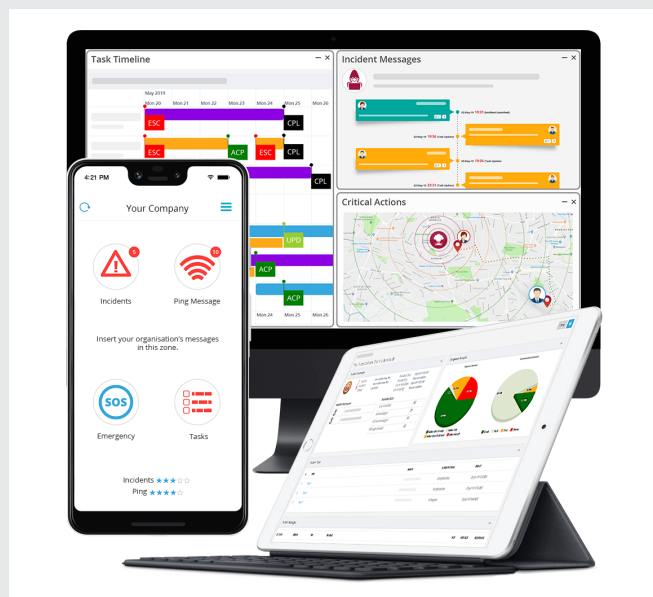
When critical events happen, the need to react quickly, swiftly and effectively is vital. The challenge of managing this becomes more important when regular infrastructure is out of action. As the question becomes a matter of when as opposed to if, companies are looking for ways in which the impact of these crisis moments can be mitigated.

The minimising of impact on businesses lies at the heart of Crises Control's mission. The team has worked hard, developing ways of democratising mass communications for organisations around the world. As the risk landscape continues to evolve, the team try their hardest to simplify management for staff and leadership alike. The firm's proprietary management platform is the core of this approach, allowing the team to optimise their response by providing a central location around which crisis activities, teams, resources and communications can be organised.

These vital services have found favour around the world, with renowned businesses such as Toyota, MAERSK, Clyde & Co and Public Health England referring to the team for support (to name a few). The focus, at every stage of the customer experience, is on ensuring that the customer can make the most of what is on offer as quickly as possible. The deployment process is designed to be straight-forward and has been done in an average time of 1 week. Many customers self-implement because of its ease of use. Similarly, the team has built the platform from the needs of the user. Thanks to the talented core team of developers, the Crises Control platform doesn't just focus on ease of use, but actively teaches customers how to make the most of what is on offer via the Crises Control online Academy.

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The nature of Crises Control means that the team sees their work as a vital addition to any business. As such, they have adopted a simple pricing model and an approach which sees the customer playing a low cost of ownership at all times. The result is a communications



solution that is guaranteed to deliver while also being available at an incredibly competitive price.

There are many organisations that simply are not prepared for the various crisis moments that might arise. They do not have a BC plan which leaves them vulnerable when the worst happens. What is clear is that Crises Control is a key component for many businesses in ensuring that their interests are protected at all times. To this end, the firm has developed a special module specifically for those businesses which are at the early stages of building their resilience. This commitment to onboarding new companies with best-practice techniques lies at the heart of the business.

Very few are ever prepared for the worst when it happens, but those who have taken advantage of Crises Control and its incredible platform can adapt swiftly no matter what the problem. Their success is no surprise to those who have used their services and leaves them in a strong position moving forward.

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