



INFRASTRUCTURE SPECIALIST

CASE STUDY



"The implementation of Crises Control has revolutionised our crisis communication processes. The platform's rapid notification system and multi-channel approach have significantly reduced our response times and minimised the impact of disruptions on our operations. This technology has truly enhanced our ability to manage critical events and maintain operational continuity."

Operations Manager

SUMMARY

A global infrastructure specialist with a workforce exceeding 1,300 employees is a market leader in asset hire and boasts a highly specialised civil engineering division. The company's extensive inventory of heavy machinery, construction equipment, and specialised tools is essential for large-scale rail and infrastructure projects worldwide.

However, the company's vast operations, spanning multiple time zones and diverse geographical conditions, presented unique challenges in maintaining operational continuity and effective communication during disruptions.

PROBLEM

The company faced significant disruptions impacting its operations, including:

- › **Supply chain bottlenecks:** Delays in the supply chain could halt critical projects and lead to significant financial losses. For example, an average delay of **3 days** in receiving critical components resulted in a financial loss of **\$50,000 per day**.
- › **Unexpected equipment failures:** Sudden equipment breakdowns could delay projects and incur additional costs for repairs or replacements. An average downtime of **8 hours** per equipment failure equated to a loss of production valued at **\$25,000 per hour**.
- › **Severe weather conditions:** Adverse weather could impact project timelines and worker safety.
- › **Regulatory changes:** New regulations require immediate action to ensure compliance and avoid penalties.

These disruptions posed substantial risks to project timelines, financial performance, and operational efficiency.



INFRASTRUCTURE SPECIALIST

CASE STUDY

SOLUTION

The company turned to Crises Control to implement a comprehensive solution for managing communications during these critical situations. Upon deploying the Crises Control platform, the company experienced several key benefits:

- › **Rapid incident notification:** Crises Control enabled the company to send immediate alerts about critical incidents to response teams, employees, and key stakeholders across their supply chain. Crises Control reduced average incident response time by **30 minutes**, resulting in a **25% increase** in efficiency in resolving incidents.
- › **Multi-channel approach:** Crises Control's multi-channel communication system ensured that critical messages reached their intended audience through various mediums, including SMS, voice calls, and mobile app notifications. This approach greatly improved the likelihood of message delivery and acknowledgement during urgent situations.
- › **Automated task management:** Crises Control allowed the company to automate key tasks during high-stress periods. Pre-loaded messages, incident responses, and multi-media assets were readily available for distribution, saving an average of **2 hours** per incident in creating incident reports and **reducing human error by 30%**.
- › **Virtual exercise capabilities:** The company utilised Crises Control to conduct virtual exercises, testing their response to different scenarios and measuring response times. This feature enabled the company to practise and refine its crisis management strategies, ensuring better preparedness for real events.
- › **Customised incident response plans:** The platform enabled the company to create tailored incident response plans for their major business risk areas, ensuring a more targeted and effective approach to crisis management.

One specific instance where Crises Control proved invaluable was during a sudden equipment failure at a critical rail project site. Crises Control allowed the company to **reduce downtime by 4 hours, preventing an estimated \$100,000 in potential losses** by:

- › Instantly notify the on-site team and relevant stakeholders about the issue.
- › Activate the appropriate incident response plan.
- › Coordinate with suppliers and logistics partners to expedite replacement equipment.
- › Keep clients and regulatory bodies informed about the situation and expected resolution time.



INFRASTRUCTURE SPECIALIST

CASE STUDY

CONCLUSION

In conclusion, the company's successful adoption of the Crises Control platform demonstrates the importance of having a robust crisis communication system in place for large manufacturing and service companies. By leveraging this technology, they have improved their resilience, response times, and overall crisis management capabilities, ultimately strengthening their position as a leader in the rail and infrastructure services sector.

Beyond immediate crisis response, the implementation of Crises Control has positioned the company for future challenges by fostering a culture of preparedness and enabling the organisation to proactively identify and mitigate potential risks.



Crises Control Ltd, a Transputec Ltd company
Transputec House, 19 Heather Park Drive, Wembley, London HA0 1SS
United Kingdom