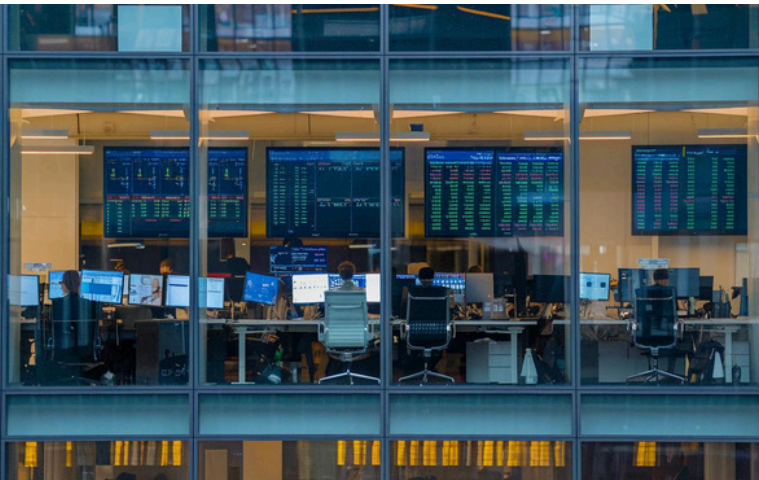




EUROPEAN TRADING AND INVESTMENT COMPANY

CASE STUDY



"Crises Control provided the precise solution we were seeking, enabling us to swiftly communicate with our staff in Europe and other areas during critical situations."

HR Manager

SUMMARY

A European trading and investment company successfully implemented the Crises Control platform to manage crisis communication effectively across its diverse operations. During a major crisis, the company leveraged Crises Control to promptly inform employees present in affected areas, ensuring their safety and swift response. Additionally, the platform is used to call staff following bi-annual evacuation drills, enhancing preparedness and coordination.

CHALLENGE

As a leading European trading and investment company with operations across multiple countries, the primary challenge was managing crisis situations effectively at a local level. The organisation required a decentralised approach to ensure timely and accurate communication with staff spread across various regions. Traditional methods were proving inadequate, and the need for a solution that could streamline and expedite communication during emergencies became apparent.



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SOLUTION

Crises Control addressed these challenges by offering a platform that allows for the assignment of Keyholders. This feature empowers local managers to manage crisis communication autonomously within their respective areas. Key capabilities included:

- › **Rapid Incident Notification:** The platform enabled immediate notifications to all employees, ensuring swift dissemination of crucial information.
- › **Autonomous Operation:** Any Administrator or Keyholder could independently handle communication, ensuring that each area received relevant and timely information.
- › **Enhanced Drill Coordination:** Crises Control facilitated the organisation of bi-annual evacuation drills, allowing for efficient scheduling, real-time updates, and automated feedback collection. This functionality improved the effectiveness and reliability of the drills, ensuring that employees were well-prepared for actual emergencies.

CUSTOMER FAQs

- › **What value does Crises Control provide to you?**
Crises Control provides rapid notification to all employees and ensures swift confirmation, which is crucial during emergency situations.
- › **What is the relationship like with the Crises Control account team?**
The relationship with the Crises Control account team is highly responsive. They are quick to suggest solutions and provide support when needed.
- › **How happy were you with the onboarding and training experience?**
The onboarding and training experience was hands-on and supportive. We greatly appreciate their assistance and the smooth implementation process they facilitated.
- › **How have you used the Crises Control platform?**
We have utilised the Crises Control platform for emergency notifications during crisis situations and to conduct drill exercises, ensuring our employees are well-prepared and informed.



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CONCLUSION

The adoption of Crises Control has proven to be a breakthrough for this European trading and investment company, addressing the need for a decentralised approach to crisis management. By utilising Crises Control, the company has strengthened its ability to manage emergencies, improve communications and maintain continuity of operations across its various locations. The platform's flexibility, rapid notification capabilities and collaboration with Crises Control's account team have contributed to the organisation's rapid collaboration.



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