# The Council of Mortgage Lenders (The CML)



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>
> David Poyser
> **The Council of Mortgage Lenders**

## OVERVIEW

The CML is the main trade body representing UK mortgage lenders. Members include banks, building societies, and other lenders who together account for around 95% of the nation's residential lending. The CML's role is to bring lenders together on matters of common interest, and to speak for the collective mortgage industry. The CML promotes good practice, collects and publishes data on mortgage lending, comments on market issues, and liaises on behalf of its members with the many organisations, government departments, and commentators who have an interest in the UK's £1.3 trillion mortgage market.

The CML has a team of around 30 staff and its offices are found in Aldwych, London.

## PROBLEM

The CML was relying on phones to contact staff in the event of an incident, which was time consuming and difficult to monitor in terms of responses. When the Kingsway underground fire caused loss of power supply to the CML offices, and it was not known how long it would take to resolve, management made the decision to advise all staff to work remotely the following day and this instruction was transmitted via mobile phone. The need for a better solution was recognised.

## SOLUTION

The Everbridge platform was found to be a cost effective and reliable solution.

## WHY DID YOU CHOOSE EVERBRIDGE?

Prior to joining the CML I worked for the British Bankers Association (BBA) and we used the iModus suite for critical communications. We originally used it to receive alerts from the City of London Police and then, after a spell of bad weather, decided to have our own dedicated platform. I knew that Vocal (who supplied iModus) were now part of Everbridge, and iModus was no longer available, so we looked at the Everbridge Solution for the CML. We agreed a price with Everbridge that we were comfortable with. As a not for profit organisation cost is important.

## IS THERE ANY SPECIFIC FEATURE OF EVERBRIDGE THAT STANDS OUT FOR ADDING VALUE?

It is very clear that Everbridge is a step up from iModus and comes into its own in a Disaster Recovery situation. We are only scratching the surface of its capabilities at the moment but it does what we need it to do. We can contact everyone and confirm response.

## HOW WAS THE IMPLEMENTATION PROCESS?

Everbridge ensured the implementation process was smooth. It's a very straightforward tool to use, so once you know how to set up templates for contacts, you just go away and do it. Because the interface is so straightforward, and after a few handy hints from our trainer, we were comfortable using it in a very short time. Similarly with the App, we've only had an hour or so becoming familiar with it but we have been able to train internally and there have been no issues. The user journey has been very straightforward.

## DO YOU ENVISAGE ANY OTHER USES FOR EVERBRIDGE IN THE FUTURE?

When COLP have their new alerting system up and running we will certainly find that very useful. We will also look at other notifications from Everbridge around the geographical area we are based in.

## FINALLY, WOULD YOU SUM UP YOUR OPINION OF EVERBRIDGE?

Ease of use. The platform works and sending messages is straightforward. The usability. It's easy to set up, it's easy to send messages and to see who has or hasn't responded. It's easy to show others how to use Everbridge and it is available on multiple devices.

**About Everbridge**

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

*For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.*

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