



American Business Bank

Located in Downtown Los Angeles, American Business Bank (ABA) is one of the premier middle market business banks in the U.S. ABA specializes in business banking with clients that are typically well run private companies with sales between \$5 million to \$200 million.

Challenges

Los Angeles is susceptible to earthquakes, and other disasters and critical incidents. This created a need for a critical communication system to help ABA reach employees during these events to make sure they're safe and informed at all times.

Solutions

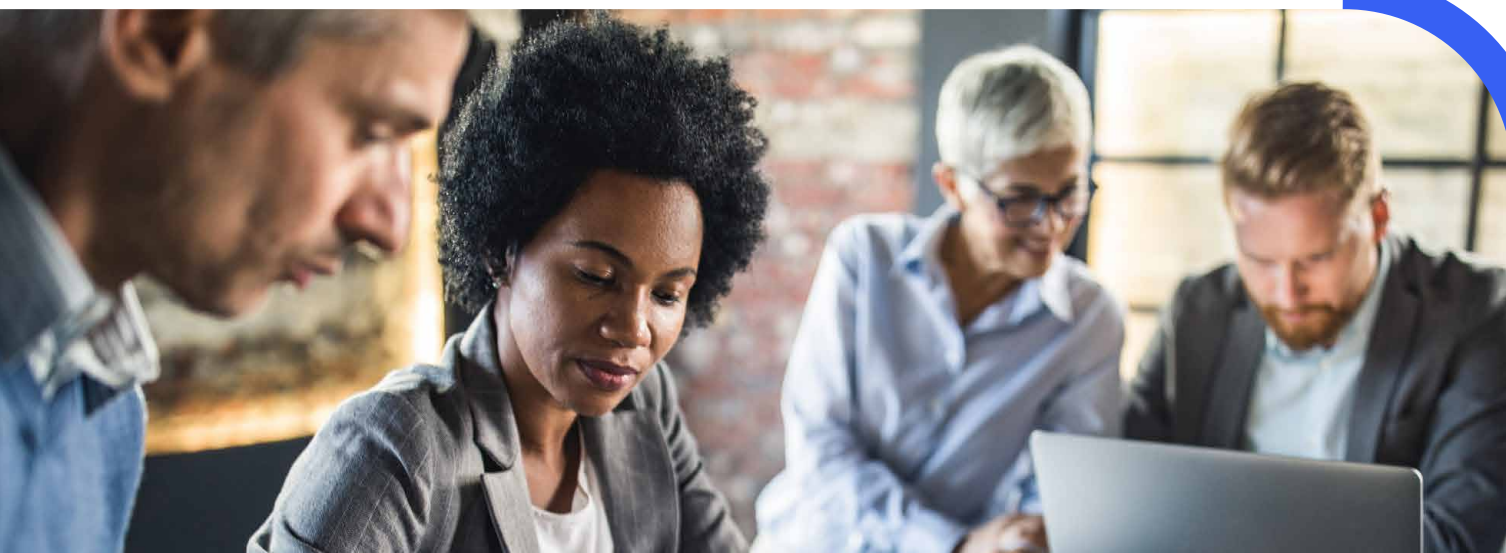
American Business Bank chose Everbridge to communicate with employees during a disaster because it was very easy to use and allowed for seamless communication to all staff members in a short amount of time.



Ever since we started using Everbridge, it's been a great partnership for us. The system is very user friendly and we are successfully using it to communicate to all of our staff members within a very short period of time."

Debbie Dair

Senior Vice President & Cashier,
American Business Bank



Q&A with Debbie Dair

Senior Vice President & Cashier, American Business Bank

Why was it important to have a system that allows you to reach employees during emergencies and disasters?

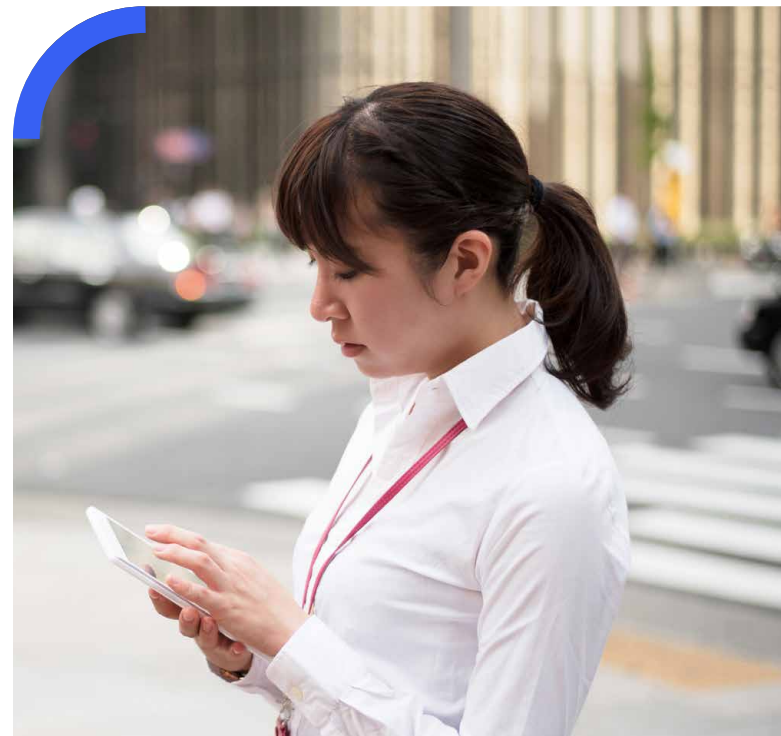
Being in LA, it's very likely there could be some type of disaster or emergency event at any time. If one should happen, you need the ability and the tools to contact all of your employees and staff members within a very reasonable, short period of time. By building the scripts and having your employee base already built-in to the system, it's very easy to go in, and within a five minute period, communicate to all of your staff.

How has Everbridge helped you improve on old, call-tree methods of communication?

Before utilizing Everbridge, it was very complicated to reach out and contact all of our staff members. We had a system similar to a call tree, where we would contact senior management, who would then contact managers, who would relay the message to their staff members. It was very time consuming. By using the Everbridge product, we're able to communicate to all of our staff members in a very reasonable amount of time, which is a major improvement.

How do you create public awareness about the system?

Having the automated system to reach out and contact our employees has been very important, because time is of the essence when you're in a disaster situation. You have many other projects that need to be completed, so taking the time to use the resources to call and contact people manually was just too time consuming. That's why we chose the Everbridge product.



[Get in touch](#) to learn about Everbridge, the resilience platform.

