



MLC Life Insurance strengthens crisis communications capabilities with Everbridge

MLC Life Insurance is one of Australia's largest insurance companies, serving customers for more than 135 years. MLC Life Insurance offers a wide range of life insurance options to their 1.2 million customers, from total life coverage to critical illness, total and permanent disability, and more.

As an Everbridge customer, MLC Life Insurance relies on Safety Connection and Crisis Management to keep their employees safe and informed during crises.



MLC Life Insurance first sought out Everbridge after a series of severe weather events put their increasingly mobile workforce in danger. As an organization with employees around the country, MLC Life Insurance had to keep their employees safe and informed during whatever weather event may happen in the country's varied landscape, from bushfires to floods.

After reviewing a range of options, a decision was made in December 2018 to deploy Everbridge Safety Connection. The solution provides the company's security team with location-detection capabilities, providing insights into individuals last-known and expected locations, and displays the data on an incident map. These details are updated in real time, and are cross referenced with other systems such as access control systems, travel management systems, and location details from smartphones.

Safety connection also allows for one- and two-way communication between the company and employees. This provides MLC Life Insurance the power to not only send alerts to employees when within or entering a crisis area, but also allows for users to send messages back to the company if they're in danger, in need of support, or out of harm's way.

"The team now has the ability to communicate with all 1500 staff around Australia," says Uzzy Wasim, Head of Crisis Management & Safeguarding. "When an incident occurs, we are able to reach all staff and hear back from over 80 per cent within the first 30 minutes. This is achieved because we don't have to rely on more manual processes."

Once Safety Connection was fully deployed, MLC Life Insurance decided to expand their response capabilities even further. And in March 2019, the company implemented Everbridge Crisis Management. With both Safety Connection and Crisis Management fully operational, the security team identified several significant benefits for the company shortly thereafter. But, even more benefits were discovered a few years into their partnership with Everbridge as the world faced an international health crisis.



"We call Everbridge our safeguarding communication system, it gives us the power of simplified communication."

Uzzy Wasim,
Head of Crisis Management &
Safeguarding Operations

New Use Cases

When Everbridge was brought on at MLC Life Insurance, there were no discussions of a global health crisis that would change the way people lived and worked. But in early 2020 COVID-19 began to change the way of life, MLC Life Insurance found new and innovative ways to use the Everbridge products they had on hand.

In Australia, the response to COVID-19 was handled at a federal level, shortly moving to a state-specific approach. If the number of infectious cases went up in a region, the state could implement new restrictions with very little warning, and with a country-wide employee network, MLC Life Insurance had to communicate with all in scope employees. .

“We would get only a few hour’s notice that a capital city like Sydney or Perth was going into lockdown,” explained Mr. Wasim, “and we had to react. If there was a regional lockdown, an issue with an office closing and even for contract tracing, we used Everbridge to communicate with staff.”

MLC Life Insurance was able to take advantage of features like the dynamically updating map to draw borders around areas where they needed to contact staff immediately. This ensured that even if an employee was traveling or away from home, they would receive the messages relevant to them.

“We call Everbridge our safeguarding communication system, it gives us the power of simplified communication.”

Going forward, MLC Life Insurance will continue to use Everbridge to empower resilience within their organization no matter the crisis they may be facing. Be it the severe weather events that led to the initial investment in Everbridge, or the variety of events that have happened in-between that they’ve found a use case for, like technology outages or water contamination, MLC Life has the systems in place they need to ensure sift communication and timely support to their staff.



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

For more information, visit [Everbridge.com](https://everbridge.com), read the company [blog](#), and follow us on [LinkedIn](#) and [Twitter](#).

Get in touch to learn about Everbridge, empowering resilience.