



Powering crisis communication and resilience at Colbún with Everbridge

Colbún, one of Chile's leading energy generation companies, sought to strengthen its ability to communicate quickly and reliably during critical events. Working in partnership with Everbridge and CYSCE, a business integration services provider, Colbún implemented a multi-channel emergency communication platform designed to unify alerts, streamline collaboration, and enhance organizational resilience.



Challenges

Colbún needed a solution that could ensure rapid, reliable communication during an emergency, regardless of location or channel.

The main challenges included:

- Integrating multiple data sources into one unified communication platform.
- Consolidating numerous communication channels for consistent, real-time messaging.
- Empowering teams to respond faster and with greater confidence in crisis scenarios.

The goal was not only to improve technical infrastructure but also to strengthen Colbún's overall emergency preparedness and resilience culture.

Solution

In collaboration with CYSCE and Everbridge, Colbún launched a comprehensive project combining technology—Everbridge 360 Pro and Crisis Management—with integration, and training to build an end-to-end communication and response capability.

Key components included:

- **Robust platform implementation:** Everbridge 360 Pro was configured with integrated contact data, dynamic roles and groups, and smart notification templates for faster, targeted communication.
- **Multi-channel connectivity:** Email, SMS, voice, Microsoft Teams, and both mobile and desktop app notifications ensured that the crisis management team could receive critical updates—anytime, anywhere.
- **Hands-on training and adoption:** With multiple in-person training sessions the IT team and key users become expert operators, ensuring sustainable internal ownership of the platform.
- **Real-world testing:** The project concluded with full-scale field tests and a live crisis simulation, validating both the reliability and resilience of Colbún's new communication framework.

Results

With Everbridge, Colbún now has a proven and integrated platform that allows the organization to:

- Respond faster and more effectively to critical events.
- Ensure business continuity and employee safety across all sites.
- Manage incidents with full traceability, control, and confidence.
- Strengthen its organizational resilience and emergency communication culture.

“With Everbridge, now we have confidence that the right people will receive the right information, at the right time.”



Why Everbridge

Colbún selected Everbridge for its ability to deliver reliable, multi-channel communication, enterprise-grade scalability, and proven success in critical event management. The partnership with CYSCE provided local expertise and seamless implementation, ensuring the project's success from planning to rollout.

Looking ahead

Colbún continues to expand its use of Everbridge, exploring additional integrations and workflows to further automate response and enhance operational resilience. The company now serves as a model of how energy sector organizations can adopt proactive, technology-driven crisis management strategies.

Everbridge delivers a business resilience advantage with High Velocity CEM™, powered by Purpose-built AI and decision-ready intelligence to accelerate response, reduce downtime, and protect what matters most. Request a demo at everbridge.com/demo or call +1 (888) 366-4911.

