



# Luxury Retailer Uses Safety Connection to Protect Employees and Locations

This luxury fashion house is an international company with nearly 200 stores in all major cities across the world. To ensure the protection of employees, customers, and retail locations, certain branches required a sophisticated security solution that would easily help managers keep their people safe and operations running.

## Highlights

- + Custom emergency communications are now available in multiple languages and catered to differentiated groupings based on geographies.
- + API integration between the HR Master Data System and Everbridge enables communication between environments and reduces labor-intensive administrative work.
- + Enhanced internal communications and customer support were achieved using Everbridge's platform.



# Challenges

As an international business with nearly 200 locations across the world, this fashion house required a solution that would keep employees and customers safe while maintaining business operations during the COVID-19 outbreak.

Additionally, as situations of civil unrest began to rise across the world, they sought a solution that would alert managers to any nearby risks and allow for adequate time to protect their employees, customers, and stores from harm.

# Solution

Executives deployed Everbridge Safety Connection, which they now use daily to keep employees and locations safe from harm as well as manage COVID-19 matters.

When the second wave of the COVID-19 outbreak occurred, the business turned to the contract tracing solution included as a part of Everbridge's Safety Connection. This helped them seamlessly manage business across the 70+ stores. Everbridge enabled employees to easily update the status of their health, helped leadership actively monitor their teams, and facilitate the organization of employee availability based on current health status.

Additionally, managers rely on Everbridge to provide fast and reliable information on potential risks and locate individuals or stores that might be in harm's way. With easy and automated ways to alert targeted individuals, protecting their workforce and physical locations became more effective and efficient.



## Let's Chat

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