

# The Safe Solution for Opening and Closing Bank Branches



Opening and closing times are considered high-risk periods for any bank. Common practice dictates many retail banking organizations use a “Safe Signal” process every day, which requires two employees to open a branch location, one “searcher” and one “lookout”. The first employee enters the facility while the other waits outside in a locked vehicle with a mobile phone, maintaining a clear view of the facility. After the branch location is determined to be safe to enter, the first employee disables the alarm and establishes an “all clear” signal (i.e., plant in window) to the second employee, who will then inform other employees that it is safe to enter the building.

Everbridge provides a much safer, less cumbersome, and more operationally efficient way to open and close bank branch locations. Safety Connection Pro with custom buttons (i.e., Arrive at Branch, Branch All Clear, and Help/SOS) along with Smart Orchestration automation allows

this process to be conducted by one employee, instead of two. This employee opens the branch location and communicates via the Everbridge mobile app to the correct employees or security operations center.

Everbridge helps reduce the number of manual opening and closing steps in test cases by over 60%, and ensures all staff are safe within an average of 15 minutes. Customers have reported that response times to critical events have also drastically improved, as much as 90%.

Casinos and other cash management related businesses across the globe who use similar opening and closing protocols can benefit in the same ways.

# Critical Business Issues

## Enhanced Communication

In any attempted robbery, streamlined communication enhances the ability to move employees out of danger (potentially to other branches), provide instructions, move and secure cash and valuable assets, and alert customers to offer alternatives.

## Reduction of Nuisance Alarms

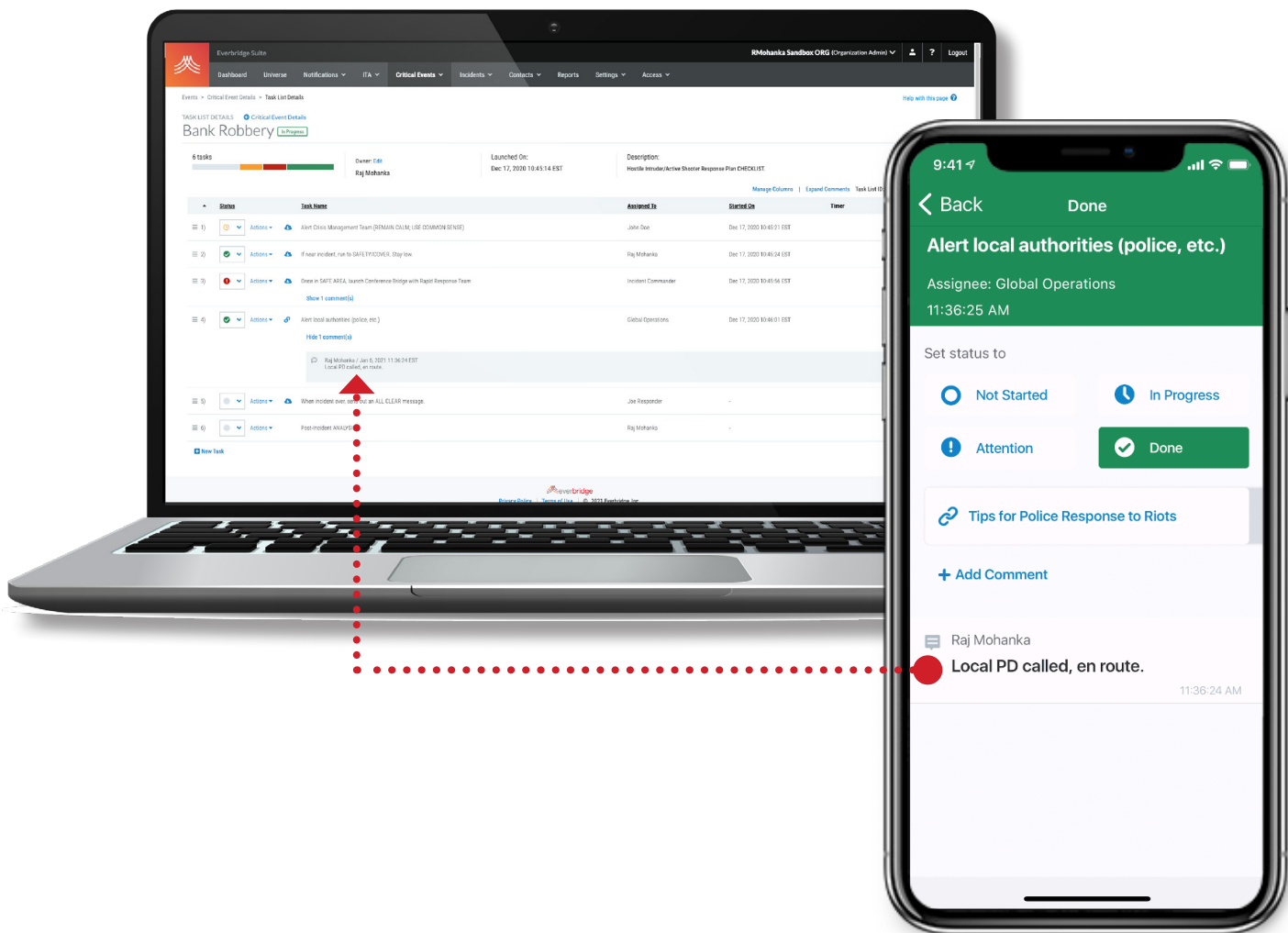
In the traditional “Safe Signal” method, an alarm results every time security procedures are not followed by the “searcher” due to the repetitive nature of the task, forgetfulness, and distraction. With a monthly average of 300+ nuisance alarms occurring in a 60 to 90-minute window during the most critical time of day, this alone can bury an “actual ambush” to the bottom, delaying the response.

## Emergency Resource Protection

False alarms can contribute to fatigue and a desensitizing of emergency resources as employees are consistently pulled away to handle the same volume (if not more) of “early morning ambush alarms.”

## Reduction in Security Hardware Cost

Reduce security hardware costs installed per branch location by eliminating the need for employees to carry wireless pendants or fobs along with keys and other personal items when opening and closing a branch. Costs can be upward to \$50 per fob at minimum of 5 people per branch.

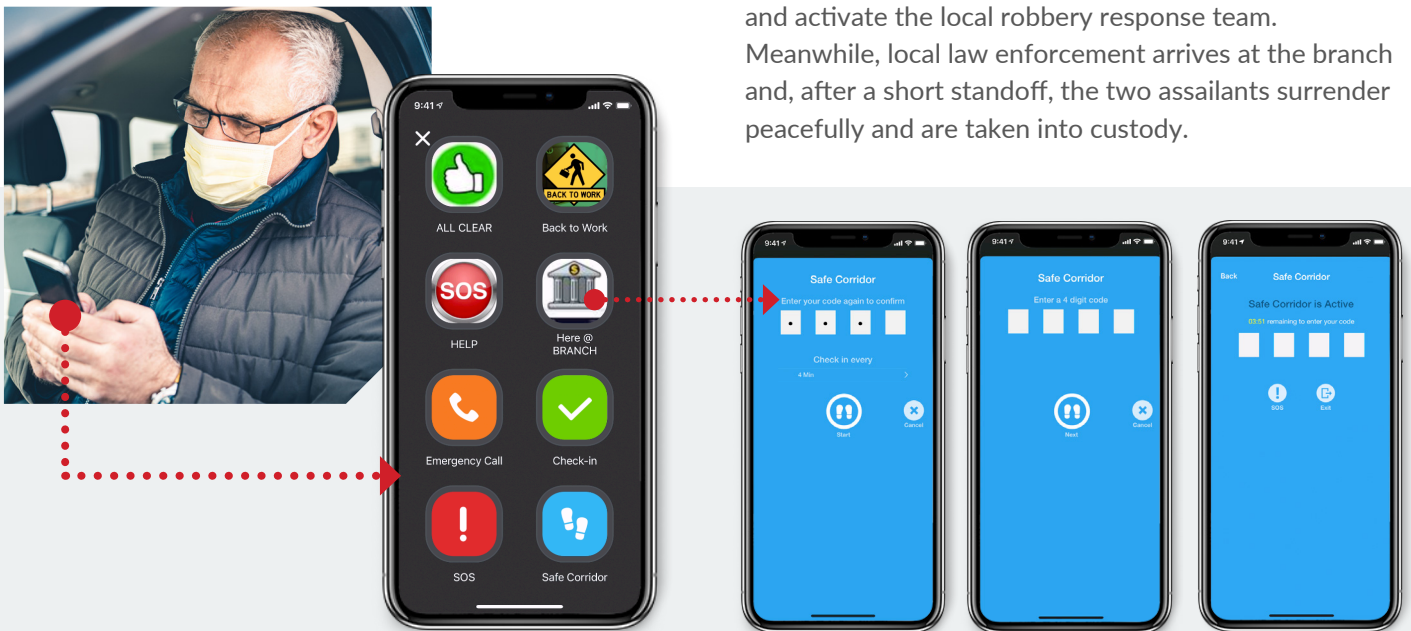


# How it Works

Bob arrives at the branch and selects the **"Here @ Branch"** button from the Everbridge mobile app. This sends a notification to the local branch employees working that day. They do not need to confirm receipt, this just informs them that the Branch Manager is starting the branch open sequence.

- + Bob activates a 4-minute Safe Corridor on the Everbridge mobile app that gives him time to unlock the doors and turn off the alarms. He exits his car and walks to the main entrance.
- + While Bob is unlocking the door, an assailant jumps out of the bushes, points a firearm at Bob and demands his phone. (The 4-minute Safe Corridor will expire without Bob "Checking In".)
- + The assailant forces Bob into the now unlocked bank at gunpoint. The assailant demands Bob turn off the alarms and give him the branch's money / bank notes.

- + The Safe Corridor timer on the app reaches zero, and an SOS is sent directly to the bank's GSOC indicating a problem. Bob's phone is in one of the assailant's pockets. The phone does not give any visual or audio indication of the SOS, but starts broadcasting an SOS along with geolocation and live audio of what's happening between Bob and the assailant to the GSOC.
- + GSOC staff can tell from the audio that this is most likely a robbery situation. They activate their crisis management plan for robberies, which includes tasks to notify local law enforcement and set up a crisis management team call. Other branch staff can also be told automatically not to report to work.
- + The GSOC pulls up live video from the branch in Everbridge and monitors the situation while law enforcement is contacted. The assailants are still unaware they have been discovered.
- + GSOC and crisis management team members collaborate and activate the local robbery response team. Meanwhile, local law enforcement arrives at the branch and, after a short standoff, the two assailants surrender peacefully and are taken into custody.



## Improve Key Metrics

### Operational Efficiency ↑

- + Mean-time-to-assess (MTTA)
- + Mean-time-to-resolution (MTTR)
- + Savings from consolidation of multiple systems

### Cost Avoidance ↓

- + Property loss or damage/loss of life
- + Legal fees/fines as a result of negligence
- + Insurance claims/premiums

### Revenue Impact ↑

- + Weekly/Monthly/Annual Downtime—Lost Revenues
- + Loss of market share



# CEM Methodology - Branch Open and Close



## CEM Capabilities by Event Phase



### ASSESS

- + Alert on the robbery in the early stages and show all assets potentially at risk
- + Validate this is not a 'false positive' or drill
- + Re-assess operational safety of staff as the event grows, spreads, and ultimately is resolved



### LOCATE

- + Employees under duress
- + Branches that may be impacted
- + Responders as they manage on-site security, handle bystanders, and perform other tasks



### ACT

- + Review crisis management plan execution and logs and identify any gaps
- + Review communications strategy execution and logs and identify any gaps
- + Leverage after-action report data to perform tabletop exercises and address response plan gaps
- + Adjust alert severity and thresholds according to updated risk tolerance



### ANALYZE

- + Communicate with your response team, stakeholders and employees
- + Evacuate / close facilities and shift to work-from-home as the robbery takes hold
- + Manage all cases of potential communication; enable HR to work with Marketing, Legal and law enforcement
- + Monitor conditions locally as the robbery progresses and potentially escalates



## Let's Chat

Do you have questions? Would you like to know more about Critical Event Management? [Get in touch](#) or just call us at +1-818-230-9700 to learn more.

### ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo, Singapore, and Stockholm.



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