

MLC Life Insurance

MLC Life Insurance strengthens crisis communications capabilities with Everbridge



OVERVIEW

One of Australia's largest insurance companies, MLC Life Insurance has been serving customers for more than 130 years. The firm has more than 1.3 million customers and provides a range of life insurance products.

THE CHALLENGE

The recent bushfires and wild weather that struck parts of Australia have served to highlight a challenge faced by many large business organisations: staying in contact with their employees during times of crisis and managing an effective response.

This was the challenge facing MLC Life Insurance. With an increasingly mobile workforce, the company realised it needed further help to locate staff and communicate with them during times of crisis. With crises and natural disasters an unfortunate part of life, it was recognised that something needed to change.

SOLUTION

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 for all staff and the ability to directly communicate with them at all times.

The software also provides insight into each staff member's last-known and expected locations and displays them on an incident map. The data is constantly checked by cross referencing it with other systems such as access control systems, travel management systems, and smartphones.

"We needed clearer response plans on which we could rely should a significant incident occur. We also wanted to improve on the manual communication methods we had been using to reach staff during incidents."

SPOKESPERSON

UZZY WASIM,

Head of Crisis Management & Safeguarding Operations



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OVERVIEW



Once Safety Connection was fully deployed, MLC Life Insurance took the decision to expand its response capabilities even further. In March, 2019, the company implemented Everbridge Crisis Management and the platform went live shortly afterwards.

The benefits

With both Safety Connection and Crisis Management now fully operational, the MLC Life Insurance security team has identified some significant benefits for the company.

“The team now has the ability to track and communicate with all 2000 staff around Australia,” says Uzzy Wasim, Head of Crisis Management & Safeguarding Operations. “When an incident occurs, we are able to reach 80 per cent of all staff within the first 30 minutes. This is achieved because we don’t have to rely on more manual processes.”

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.

Uzzy points to the recent air quality issues experienced in Sydney and Melbourne as a result of bushfires. Should this occur again, the welfare of staff can be quickly checked and offers of support made where required.

“As a result, this also means we are better placed to maintain superior levels of customer service, even during significant events, as we can accurately monitor who is able to work and who might need support.”

Uzzy says the Crisis Management platform also provides a single point of control during major incidents. Everyone from first responders to senior executives can have a clear picture of exactly what is happening and the responses that are taking place.

“MLC Life Insurance now has in place the systems we need to ensure that swift communication and timely support can be provided to our staff at all times and in all locations. We are now much better prepared should a significant incident occur in the future.”