

Reduces Critical Event Response Time by 73% with Everbridge



## OVERVIEW

The NSPCC is the UK's leading children's charity. With over 2000 employees and a network of almost 6400 volunteers, the NSPCC works to prevent abuse, and help those affected by it recover.

### THE CHALLENGE

The NSPCC has a Crisis Assessment Team (CAT) made up of 27 representatives from across every department at the charity. This team is responsible for coordinating the NSPCC's responses to critical events. However, with no central repository for contact information, and no mass communication platform communicating with staff across the NSPCC's 44 sites was a major challenge. With volunteers working irregular shifts and Childline – a standalone division managed by the NSPCC – to consider as well, the CAT team often found itself working around significant coordination complexity. This led to situations where individual managers were left to contact team members about critical events. Leaving critical event communications in the hands of managers led to inconsistent messages split across email, SMS and a myriad of other platforms. It also meant that contact information was kept with individual managers rather than in a central database. So, if a manager left the charity without passing on employee contact details, the chain of communication could be broken.

### SOLUTION

To consolidate its communications and deliver a more consistent crisis response, the NSPCC deployed the Everbridge Critical Event Management platform. Using the platform to deliver mass notifications and custom emails, the CAT team now has far greater control of when communications go out, who they reach, and what they say. And because all contact data is now consolidated in a single platform, the CAT team can send messages to anonymized contacts – so all personal details are kept confidential and private. To help drive adoption of the platform, the NSPCC worked with Everbridge to create internal materials promoting the platform ahead of deployment. It also ran a series of test communications for all NSPCC employees and volunteers, with only one volunteer opting out of the communications. Finally, the NSPCC created an Everbridge FAQ email box to help answer team member questions and build confidence in the platform across the charity.

“Volunteer work ranges anywhere from multiple times a week to once a year, which made it difficult to know who would want to be contacted in a critical event.”

**LAURYN VENTERS,**

**EA Director of Corporate Services, Crisis Response Coordinator**



## THE BENEFITS

With a consistent way of contacting teams during a critical event, the NSPCC can now rapidly communicate with employees during emergencies. This was put to the test soon after the NSPCC deployed Everbridge in November 2019. Later that month, a terrorist attack occurred at London Bridge, demanding a rapid response from the charity. In the past, communicating with team members about an event like this could take hours. With Everbridge, the CAT team was able to complete their emergency communications to staff in just 32 minutes – a 73% reduction in its average emergency communications times.

This ability to move quickly and decisively has made NSPCC staff feel better supported by the charity. “After the London Bridge incident, we had an overwhelming amount of positive feedback,” says

Lauryn Venters, EA Director of Corporate Services, Crisis Response Coordinator at the NSPCC. “Our teams felt like the care was coming from the charity as a whole, rather than just their managers.”

The CAT team now also gets concrete data on who has seen what messages and when – making it much easier to report to stakeholders about critical event response. “We now have the confidence that we can coordinate teams quickly and effectively and, what’s more, we can see which messages have been delivered, when they were sent and who they were sent by,” says Lauryn. As an additional benefit, Everbridge also gives Childline a simple, fast way to communicate en masse with its volunteer base to help fill short-term staffing gaps and meet peaks in call center traffic. Before, it took up to two hours to reach out to its volunteer base. With Everbridge, Childline estimates it will be able to contact volunteers in just ten minutes.

## 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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