



“As a provider of what is a very critical service, Everbridge has always provided us with a lot of confidence and the product they deliver is easily the market leader in its area. The platform does a lot more than we ever anticipated and it has been a complete game changer in terms of communication.”

Adam Kinniburgh
The States of Guernsey

OVERVIEW

The States of Guernsey is the parliament of the British Crown dependency of Guernsey. With 5500 employees, the Island's government is responsible for a population of 66,000, covering everything from immigration control to prisons and traffic management to policing. Guernsey wanted to implement a single point of contact for all of the island's 999 calls, to enable operators to deal with requests for: police; ambulance services; fire and rescue as well as coastguard. The State of Guernsey enlisted Everbridge to merge contact operations for all emergency services and to implement sequencing to prioritise personnel deployment, from traffic management to police.

PROBLEM

Following the decision to create a joint emergency services control centre, the States of Guernsey wanted to implement a communication and notification system that could be used by all emergency personnel. St John Ambulance used a web-based text messaging system, Fire and Rescue used numeric pagers, and the police force used generic phone lists. The centralised emergency control room needed a single system to modernise operations and promote consistency across Guernsey's emergency services.

SOLUTION

Everbridge's unified mass notification system allows the States of Guernsey's emergency control room to communicate with all services quickly and efficiently. Everbridge's Yes/No sequencing enables appropriate personnel to be deployed in a crisis based on their skillset and has replaced the archaic text-based system used to call-in off duty staff. Solely responsible for its own jurisdiction, Everbridge reduces the effect of Guernsey's difficult geography. The functionality of the Everbridge platform ensures personnel can be contacted via email or app, even in areas where mobile coverage is poor.

Having been successfully implemented in Guernsey's emergency control room – with incident response times decreasing significantly - the Everbridge platform will now be used for other mass communication services across the island.

WHAT WERE YOU LOOKING FOR IN A MASS NOTIFICATION PLATFORM?

Something that we could hit the ground running. Resilience and uptime were our key drivers. We were looking for a service that had redundant access points, different access points and apps – making use of all available communication platforms.

We were also very aware that the individuals in the emergency contact centre would be the ones using the system, so we wanted a nice user interface that was logic driven. Something that was quick and easy to grasp, where personnel could check messages were being sent to the right people and the content was correct. We identified a couple of products that had some sort of logic built in – such as the incident communications model – but Everbridge won out on a number of points.

We wanted to find a package that would give our emergency services the information they need via the joint control room and then something that again would meet the needs of the whole organisation. Over the last 18 months we've been moving towards the idea of a Smart Guernsey where we can use technology to provide the best value to the public.

WHAT INITIALLY IMPRESSED YOU ABOUT THE EVERBRIDGE PLATFORM?

Based on what I had seen from other communication platforms – that were very much type in your message and press go – there is a lot more to the Everbridge system. There are certainly more logic-based services, but what really sold the product was its ability to define everything we wanted to say with just a few questions.

WHAT SORT OF INCIDENTS HAVE YOU BEEN USING THE EVERBRIDGE PLATFORM FOR?

We have used Everbridge to replace the existing text-based systems we currently use to call in either off duty personnel and specialist civilian groups. Some services are

very skill based so for example, all the officers that make up our firearms team are everyday police officers. Some will be on duty and some will not, but they would all be notified in an emergency situation through Everbridge. Our cliff rescue team is made up of civilian volunteers and they would all be notified with Everbridge too. The platform is used to alert personnel who might be part-time, voluntary or needed for a service that is not their primary role – just their skills are required.

We're replacing a changing rota. Historically we used a call sheet in the event of emergencies, where somebody would sit and dial until they got to the right person. With Everbridge our emergency services manage their own groups and make sure they are in a prioritised order, ready to be contacted in a crisis.

WHAT HAVE BEEN THE BENEFITS OF USING EVERBRIDGE?

Before implementing Everbridge we were forced to use an unreliable text system or dedicate the time of one of the six control room operators to track down two people from a group of 16 for emergency deployment. With Everbridge we hit the button and send a response message and check back to see who is on their way. In terms of time saved, it takes operators less than a minute to send out messages that would have taken 10-15 minutes in the past. When the control room is busy, we don't have to tie someone up calling in a group of people and this is a massive time saver for us. It's a small island and small call centre, but when things do go wrong we get a lot of phone calls because residents are incredibly community minded. We now have the ability to deal with the influx of calls so we're not only saving time in terms call-outs but reducing the call queue on 999 lines.

St John Ambulance service provides and manages all the local call-out teams, so when they are notified of an incident that needs additional services – cliff rescue or a rescue boat for example – they know these teams are being contacted quickly and that the system works. It's massively beneficial.

WAS THE SYSTEM EASY TO IMPLEMENT?

Very easy. We're using the incident communications almost exclusively for the emergency services. Training someone to choose the right group and then answer some questions and press go is very simple. Our control teams have picked the system up incredibly quickly.

HAVE YOU IDENTIFIED OTHER USES FOR THE EVERBRIDGE PLATFORM?

We started seeing further potential in the platform before it was even integrated. There are roughly 300 staff covered under the emergency services calling, but we bought the system specced out for 70,000 people – the entire island population.

The Everbridge platform provides countless money-saving opportunities. It costs 50p to send someone a letter, then it costs more money for a stamp and more still for admin fees. We spend probably 10 times the amount we spend on Everbridge on letters in the States of Guernsey, but now we can simply send a mass notification.

We want to branch out from emergency services even further. For example, last year we enabled people to sign up for alerts about upcoming fireworks events through gov.gg, our corporate website – a simple web form – then sent out a group email with all event details. We also have plans to implement a e-Citizen portal, we don't just want to circulate public information but enable citizens to pay income tax or book a hospital appointment through their individual IDs. All confirmation emails, texts, or voice calls will be powered by Everbridge in the future.

We are even using Everbridge to alert media outlets in the event of emergency cases that could directly affect residents. If a car crash is blocking the road, all of the local media outlets could receive an Everbridge alert.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

HAS THE IMPLEMENTATION OF THE EVERBRIDGE PLATFORM BEEN A POSITIVE EXPERIENCE?

As a provider of what is a very critical service, Everbridge has always provided us with a lot of confidence and the product they deliver is easily the market leader in its area. The platform does a lot more than we ever anticipated and it has been a complete game changer in terms of communication. We have revolutionised the way we interact internally with our colleagues and team members as well as very soon, with how the States of Guernsey interacts with all members of the public.

The joint control room is also amassing a lot of positive interest. We have got people from other small and more enclosed jurisdictions, such as Bermuda and Gibraltar, sending representatives to see the systems we have put in place. Our control systems and Everbridge are a big part of that, so we are seeing positive effects internally too.