

## If a crisis occurs...

how do you warn and inform your whole organisation quickly, efficiently and cost-effectively?

Groupcall Alert provides an emergency contact solution to inform your organisation, selected groups or individuals in the event of an emergency or unforeseen event.

Effective personal communication system to tens or thousands of contacts simultaneously for general messages or rapid response emergency communication and reminder notices.

Saving administration time, cutting telephone bills and reducing operating costs, Alert radically improves organisation-wide communication.

## Instantly communicate via text, or email with Groupcall Alert

### Groupcall Alert

Alert provides rapid response emergency communication and can be used for:

- Emergency contact
- Appointment reminders and confirmations
- Community survey
- Bi-directional SMS communications
- Full audit trail and response monitoring

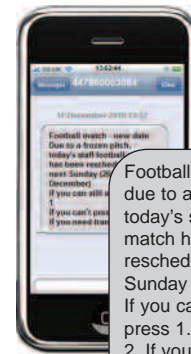
### Emergency Contact

Alert enables an organisation to instantly contact their whole community, selected groups or individuals even when your primary channels of communication are unavailable in the event of an emergency. Alert is a fully automated solution that works with your existing database and being script-driven it can adapt to each organisation's requirement.

### Automated Messaging

Alert can perform complex SQL queries on one or more databases at any time on a schedule and send thousands of SMS or email messages to selected recipients without user involvement. By working with our existing system, automated messages can be sent from your database out through the internet, so no additional hardware or communications equipment is required and no data is taken off site.

Appointment reminders can be sent automatically the day before the appointment is due. Alert allows users to respond to events by email or text messages, giving them the opportunity to confirm or cancel and the organisation the time to react and take action. For example:



Football match - new date due to a frozen pitch, today's staff football match has been rescheduled for next Sunday (26th December). If you can still attend, press 1. If you can't press 2. If you need transport press 3





# groupcallalert

your gateway to everyone

## “ Revolutionising communications. ”

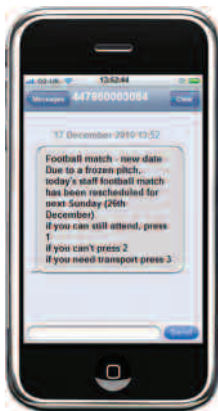
Sir Bob Geldof

Groupcall founding partner



### Community Surveys

Alert empowers an establishment to conduct surveys and ask specific questions to a broad audience, collate responses and chart information received. For example:



#### Help Desk Survey

You recently contacted our helpdesk. To ensure we are providing the right level of service, please tell us how we're doing:

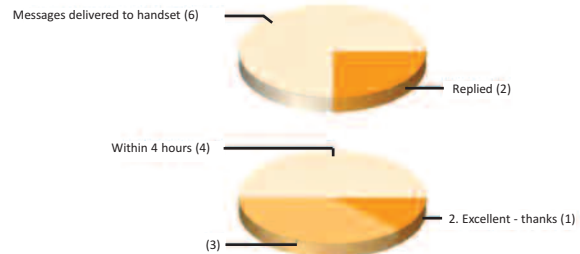
press 1 - if the problem was resolved within 2 hours  
press 2 - if the problem was resolved within 4 hours  
press 3 - if the problem was not resolved

With the vast majority of the population carrying a mobile phone or similar device and SMS messages have the ability to cut through 'gate-keeping' devices and reaching a greater number of recipients almost instantly.

A full audit trail provides information about time sent, time delivered and collects responses received allowing you the opportunity to respond or chart statistics as necessary.



Option 1 : within 2 hours  
Option 2 : within 4 hours  
Option 3 : not resolved



### Full Real-Time Audit Trails

Alert message archive stores messages, delivery status and responses providing a complete audit trail and documented analysis tool of all bi-directional communication.

SMS responses are stored within Alert and reconciled with the original message. Delivery status and read receipts provide you with a clear understanding of who has read the message, even if they haven't replied giving you peace of mind that your communication has been received.

### How Does it Work?

Alert integrates with your existing database and interrogates fields on a scheduled or on-demand basis searching for pre-defined query matches. When a match is found, Alert automatically sends an SMS or voice message to the contact details associated with that record.

### Failsafe Triangular Network Infrastructure

Emergency contact is only as effective as the provider's network and communication infrastructure.

Groupcall's SMS and email services are delivered via two separate system aggregators. Each aggregator has their own redundancy plan in place which ensures that data and services are

offered from split sites. The SMS services hardware infrastructure encompasses a fully redundant, fail-over setup, with no single point of failure over 3 sites. The server environment has been optimised for Microsoft operating systems and applications. Messages are load-balanced across multiple mobile networks with automatic routing to find the fastest network at any given time ensuring your messages will always take priority. The Interactive Voice Response (IVR) platform is duplicated across two sites in Berkshire and London. Telephony connections are routed into both data centres from 4 different exchanges, allowing for multiple failures without any disruption to services.

### Reduced Operating Costs

Missed appointments, forgotten or unknown delivery dates all cost organisations money and time, reducing efficiency and increasing operating costs. Groupcall Alert can alleviate all of those problems and improve the efficiencies of your services.

**Experienced Groupcall staff will provide initial training. Support is available 24/7 which includes on-going user training at no additional charge. We work closely with you to configure Alert to your requirements, ensuring you maximise the benefits of the system.**

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