

Rapidly Notify Key Stakeholders and First Responders of an Incident, Manage Response, Deliver Real-Time Status Updates



VAROLII FIRST RESPONDER COMMUNICATION

During unanticipated events, organizations need to rapidly notify first responders and executive stakeholders, build on-the-spot collaborative teams for incident response management, and provide ongoing real-time status reporting for the duration of the incident. They must also be able to rapidly communicate when an event is over.

This is a complex task, as people may be widely dispersed across geographic regions and countries. Additionally, the fluid nature of emergency situations requires rapid collaboration, often between ad-hoc teams, in order to respond rapidly and effectively.

Teams must be assembled situationally, based on such factors as availability, certification criteria, and distance from the incident. Failure to rapidly assemble first responder and key stakeholder teams means longer response times and a lessened ability to manage the incident. This can lead to increased downtime, diminished ability to protect employees, and the potential for increased damage to assets.

Varolii First Responder Application, with scenario-based message types and templates, offers organizations the ability to collapse response times while creating collaborative teams of executive stakeholders and first responders for the fastest, most consistent response.

FULL CAPABILITIES FOR MANAGING FIRST RESPONDER COMMUNICATION

- **Rapid Response:** Collapse response times during an event by rapidly and flexibly connecting key stakeholders with first responders.
- **Organized Teams:** Create and connect first responder teams with other stakeholders on the fly based on unfolding events.
- **Pre-Defined Scenarios:** Ensure faster response by creating sets of pre-defined scenarios with pre-configured alerts, thereby enabling scenario-based communications.
- **Consolidated Data:** Varolii automatically uses the most up-to-date contact information from enterprise data systems to provide a “business continuity system of record”.
- **Global Delivery:** Deliver messages globally – and reliably. Varolii connects with 190 countries using a full range of devices (voice, SMS, pager, fax, email, PDA). and can be created in more than 20 languages.
- **Service Level Guarantee:** In an emergency, be confident your message will be delivered in a timely fashion with Varolii’s guaranteed delivery Service Level Agreements (SLA).
- **Real-Time Reporting:** Make better-informed decisions during a crisis with Varolii’s real-time data tracking and reporting system.

SOLUTION

Varolii First Responder Application connects first responders and other stakeholders fast, flexibly and reliably, enabling rapid, effective response during an incident.



BENEFITS

- **Collapse** emergency response times to minimize downtime, and protect employees and assets.
- **Deploy** response teams to effectively manage situations based on actual situational criteria.
- **Manage** enterprise scale events with global delivery capabilities.
- **Respond** faster to scenario-based events using predefined communication.

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VAROLII FIRST RESPONDER: RELIABILITY, COLLABORATION , SPEED AND SCALE, WITH BUILT-IN BEST PRACTICES

Varolii offers organizations a broad range of pre-configured and customizable notifications. Pre-configured notifications mean the fastest possible deployment and easy leverage of Varolii’s extensive emergency communications best practices. And Varolii makes it easy for non-programmers to meet unique business or situational needs by quickly customizing notifications.

Organizations will benefit from Varolii’s enterprise-scale hosted system offering state-of-the art delivery and fault tolerant design. During a crisis, Varolii ensures critical communications will be delivered – and delivered fast, backed by an industry-leading SLA, unlimited domestic (US) messaging, and certified international delivery.

First Responder real-time reporting enables dynamic response and gives a more accurate picture of the situation. Better information through reports ensures that more effective decisions can be made by first response teams to better manage the crisis and its resolution. Reporting also provides audit trails to meet regulatory compliance.

NOTIFICATIONS THAT INFORM, PROTECT AND INTERACT

Pre-Defined Outbound Message Templates

The Varolii First Responder pre-defined outbound message templates enable administrators to rapidly deliver information such as tips, documentation, test messages, even collaboration capabilities such as bridged phone conferences.

Messages can also be quickly customized to provide information to relevant parties specific to your needs and organizational requirements.

In addition, this application offers fast, flexible survey capabilities across multiple channels. Pre-defined and customizable questionnaires enable administrators to quickly survey first responders and others to obtain rapid field status information, determine responder availability, and help ensure faster assessment of the situation.

Varolii First Responder provides administrators the ability to build detailed notifications that survey the field and retrieve real-time status updates

The following table provides specific examples of different notification types, capabilities and benefits:

Notification Type	Benefits	Key Capabilities
Internal Communications	Enables administrators to send an outbound message to recipients with information such as HR policies, incident data, office location status, etc. For training purposes, administrators can preface any message with the phrase “Drill Only”.	<ul style="list-style-type: none"> • Recipients can respond to Yes/No questions included in a phone message either via DTMF or via a URL link in an email message. • For greater clarity, the notification offers an option to use professional voice talent. • Administrators can include recordings using the message recording center or can include an imported recorded file. • To provide additional information, administrators can attach up to a 10MB file of any type (for example, a spreadsheet or a map or schematic or list of contact information or satellite imagery) to an e-mail message and can incorporate image files with fax messages. • Templates are pre-defined for all channels: phone, email, SMS (text message), and fax.
Conference Bridge	Enables administrators to create collaborative first responder teams on the fly by specifying up to 10 bridge phone numbers and codes to transfer recipients directly into an active conference call.	<ul style="list-style-type: none"> • To facilitate testing, messages can be prefaced with “Drill Only”. • For greater clarity and flexibility, administrators can deliver either pre-recorded messages using professional voice talent or create ad hoc messages by typing text that is automatically converted to voice (Text to Speech or TTS). • To respond to security requirements as necessary, administrators can optionally include a unique personal identification number that must be entered to authenticate to the system. • Pre-defined message templates for phone, email, and SMS (text message) enable fast delivery of proven, effective notifications.

NOTIFICATIONS THAT GATHER AND UPDATE INFORMATION FROM THE FIELD (INBOUND)

Varolii First Responder Application offers fast, flexible survey capabilities across voice, text or Web-based channels. To get the most meaningful responses, surveys can use rich branching logic to ask questions based on a recipient’s response to the previous question. General survey capabilities include:

Pre-Defined Availability and Accountability Questionnaires. Enable administrators to quickly survey first responders and others and capture responses. Recipients can respond via either phone or Web.

Custom Questionnaires. Create customized questionnaires to gather feedback and information from relevant parties specific to your needs and organizational requirements.

The following table provides specific examples of different questionnaire types, capabilities and benefits:

Questionnaire Type	Benefits	Key Capabilities
Incident Availability and Response	Enables administrators to post a pre-defined questionnaire to first responders that determines availability and response time to an incident. Recipients can respond either via phone or the Web.	<ul style="list-style-type: none"> • Branch to different questions depending on the recipient’s response (“skip patterns”) – a powerful tool to help collect more meaningful input from first responders in the field. • Capture responses to Yes/No and multiple choice questions. Varolii provides a set of pre-defined questions, and enables easy customization by non programmers. Varolii’s real-time reporting suite then enables administrators and other stakeholders to assess and analyze responses on the fly, as they are received from the field. • Transfer a recipient to a live person for assistance if needed –potentially a critical feature during an emergency situation. • Customize the built-in thank you message. • Include a real-time recorded audio file with additional up-to-the-minute information, as appropriate. • For ease of response, a domestic toll-free number and an optional international toll-free numbers can be arranged upon request.
Customized	Enable administrators and other designed stakeholders to use Varolii pre-defined templates for voice, SMS (text messages), or email to create questionnaires that are immediately relevant to a developing situation or unique business need. These customized questionnaires deliver a combination of speed – the design and template elements are pre-defined, based on Varolii best practices – and flexibility – customization is simple, fast and can be performed by non-programmers.	<ul style="list-style-type: none"> • Rapid creation of incident-specific questionnaires. • Rich logic enables surveys to branch to different questions depending on the recipient’s response to capture more meaningful responses. • The survey can capture responses to Yes/No questions. • All responses are reported on in real-time by Varolii tracking and reporting. • Include a real-time recorded audio file to provide up to the minute information, as appropriate. • For ease of response, a domestic toll-free number and an optional international toll-free numbers can be arranged upon request.

TRACKING AND REPORTING DESIGNED TO WORK WITH ENTERPRISE SCALE DATA MANAGEMENT SYSTEMS

Varolii has designed a tracking and reporting system that provides real-time data to help stakeholders make better-informed decisions during a crisis. With Varolii tracking and reporting, stakeholders will:

- **Gain** immediate visibility into first responder status and provide for more uniform decision making and response with auditable information that aids in compliance efforts.
- **Use** 20 pre-designed reports or create custom reports.
- **Generate** reports on a pre-defined schedule or as necessary (ad hoc).
- **Publish** reports in interchangeable formats for more flexible management (includes: Excel, CSV, HTML, PDF).
- **Track** all messages and survey responses in real-time via a browser interface by message or by recipient to better visualize and manage an unfolding situation.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

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Infrastructure and Service Level Agreements that Ensure Timely, Reliable, Delivery

Supporting the functionality of the First Responder Application, and all Varolii Employee Communications Applications, is one of the largest dedicated communications facilities in the US, with over 7,000 available lines.

Our industry leading Service Level Agreement (SLA) assures employee communication customers of network availability 99.99% (four nines) of the time and a specified number of messages are delivered within a predefined timeframe 99.9% of the time as described by the SLA.

Varolii implements a sophisticated multiple priority queuing system that ensures each class of priority delivery has a corresponding queue. The bottom line - your messages will get through rapidly, reliably and on demand as you need them.