



Finfo™

An introduction to

# Emergency Text Alerts

Finfo Emergency Text Alerts is an automated communication platform enabling HR administrators to swiftly inform their teams during urgent situations and track responses in real-time.

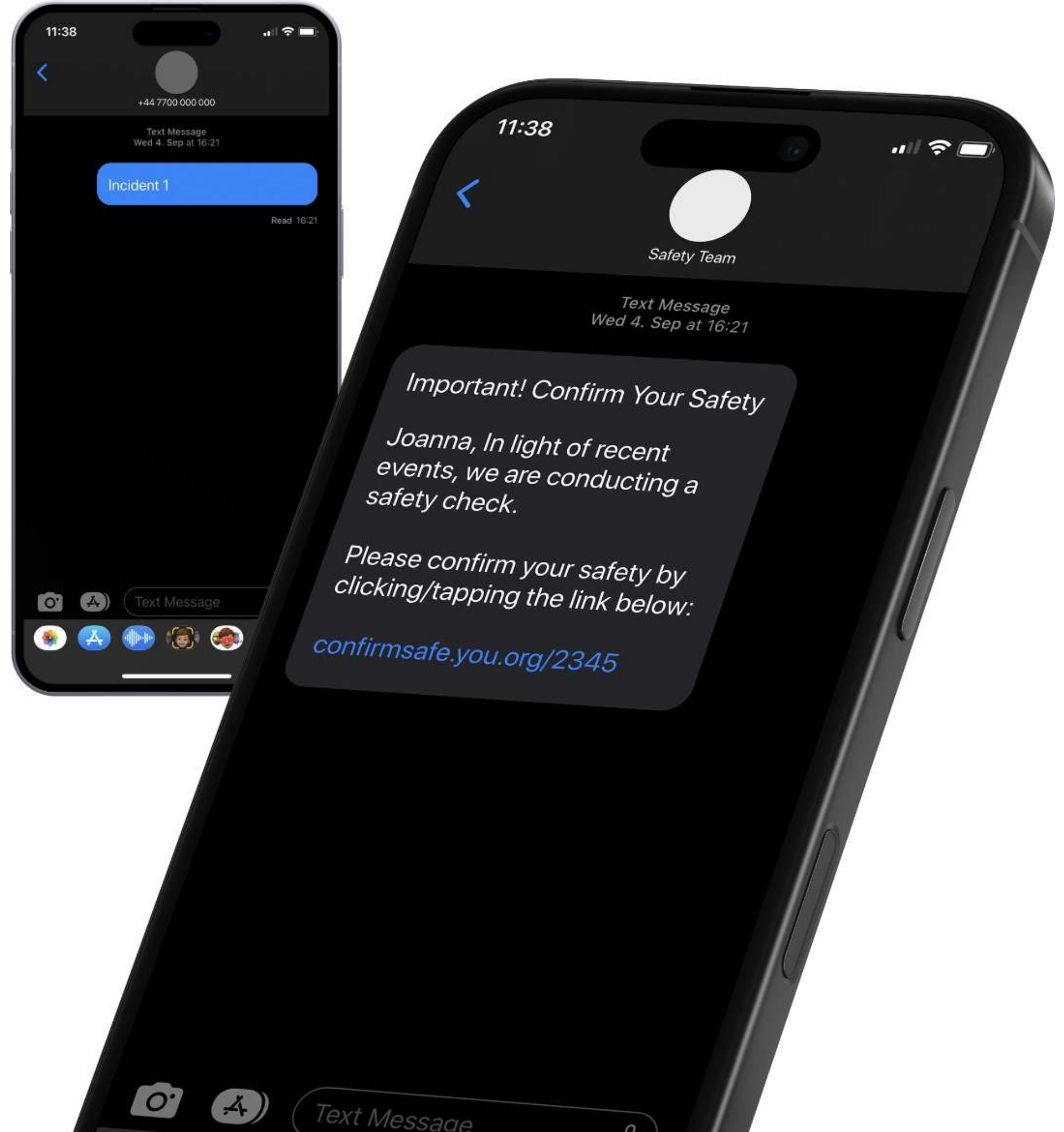


Introduction

# Emergency Text Alerts

In an era where rapid response is crucial, business leaders must prioritise the physical safety of their teams. Our emergency text alert system provides an efficient communication tool, **allowing you to send immediate notifications during critical situations.** With alerts delivered via SMS, voice, and email, you can ensure your workforce stays informed and protected.

Elevate your crisis management efforts and demonstrate your commitment to safety by implementing a solution that empowers your organisation to act swiftly and decisively in emergencies.

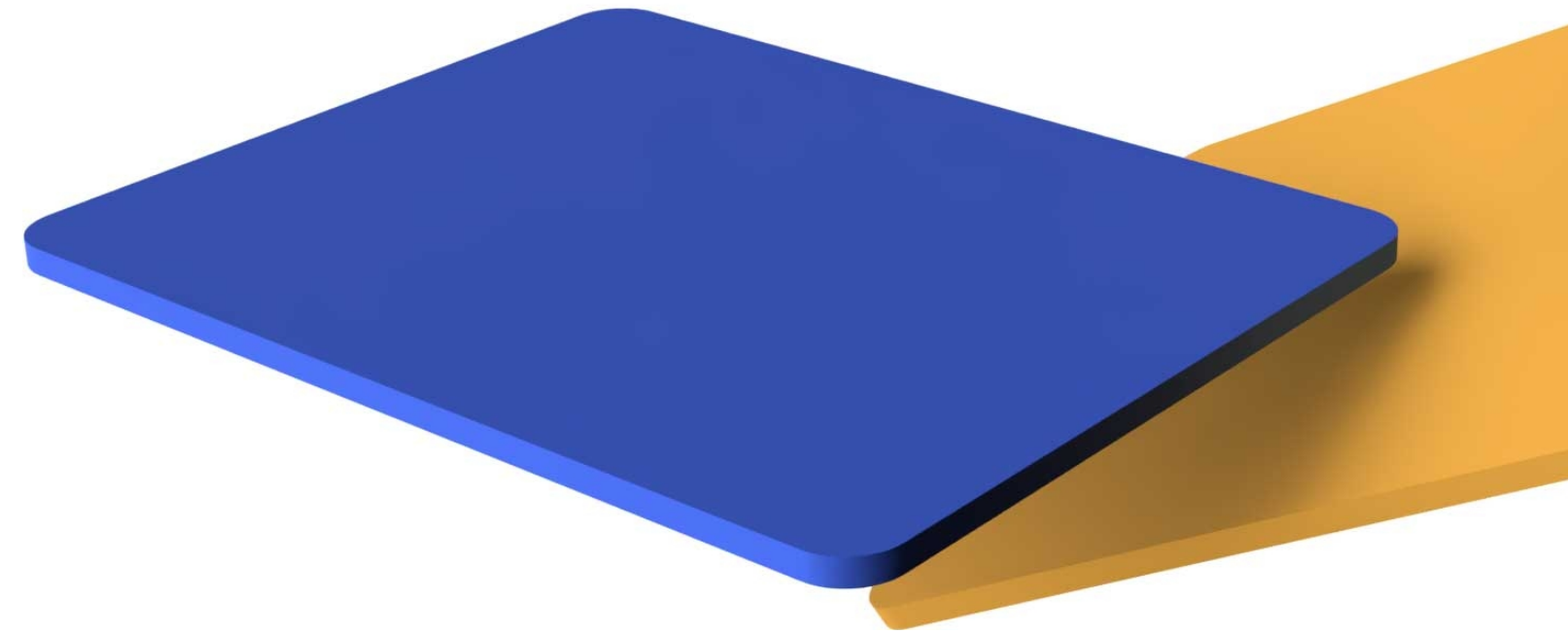




Introduction

# Challenges facing business leaders

Business leaders face several challenges with emergency text alerts and crisis management, including:



## Timeliness

Ensuring alerts are sent quickly and effectively during a crisis is crucial for timely responses.



## Employee Reach

Not all employees may receive messages if they're not registered or do not have access to mobile devices.



## Message Clarity

Crafting clear and concise alerts is essential to avoid confusion during high-stress situations.



## Integration

Ensuring the alert system works seamlessly with current communication and operational processes can be complex.



## Compliance and Privacy

Navigating legal regulations and maintaining employee privacy when sending mass alerts can pose challenges.



# Security Triggers & Alerts

## A simple & effective way to engage employees in a crisis

Automated alerts that ensure swift communication and response during business disruptions.



### Automated SMS & Email

Trigger word capability



### Unresponsive Lists

Target unresponsive employees



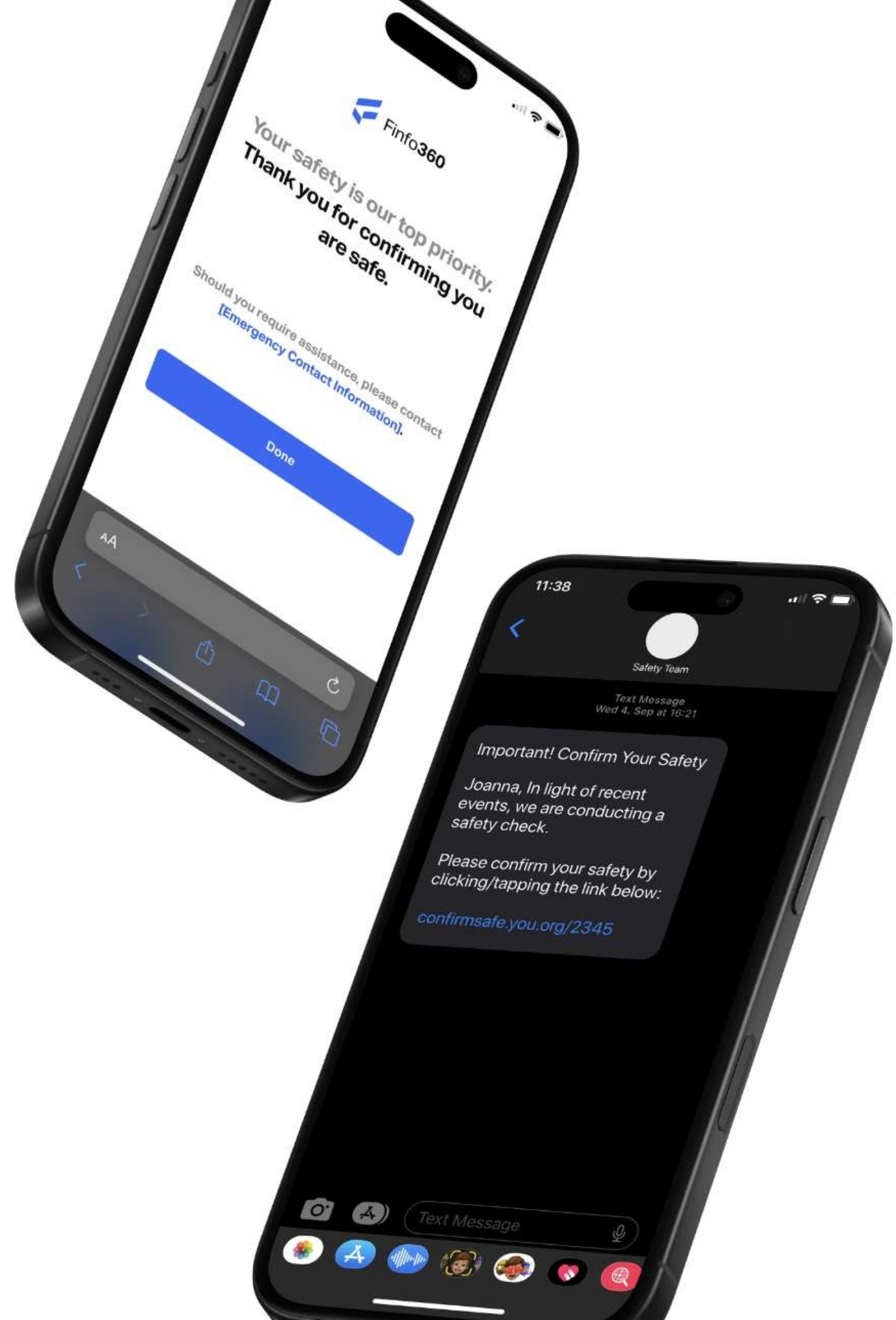
### Online Incident Portal

Monitor responses & create templates



### Managed Service

E-Forms & two-way chat





# Real-World Applications

## Proactive Crisis Management in Action



### Safety Alerts

Instantly notify teams about hazards or safety issues.

Trigger:

Evacuate Building B



### IT & Security

Alert IT teams to system breaches or failures.

Trigger:

Data Breach Detected

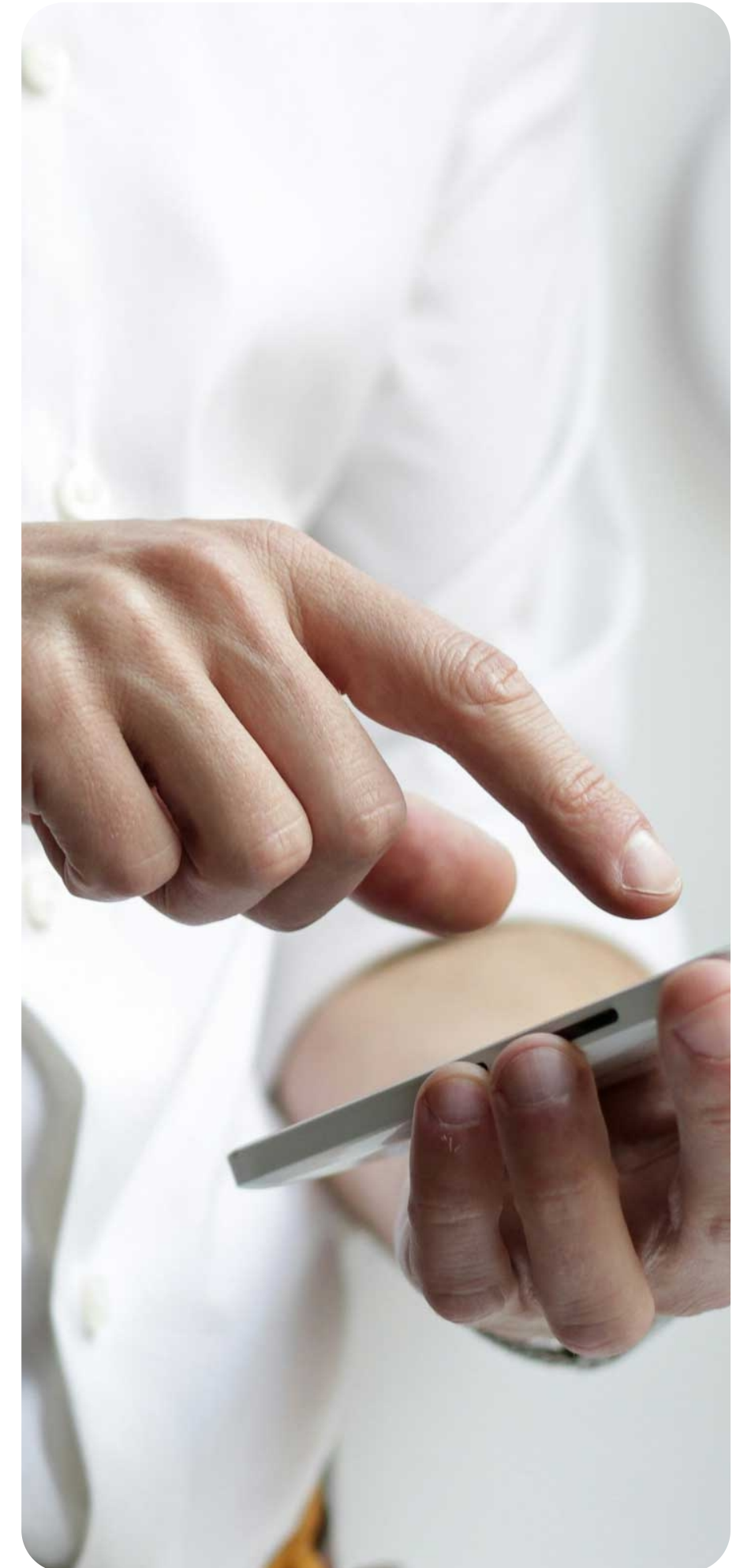


### Public Relations

Immediately inform the PR team about any negative or false media mentions.

Trigger:

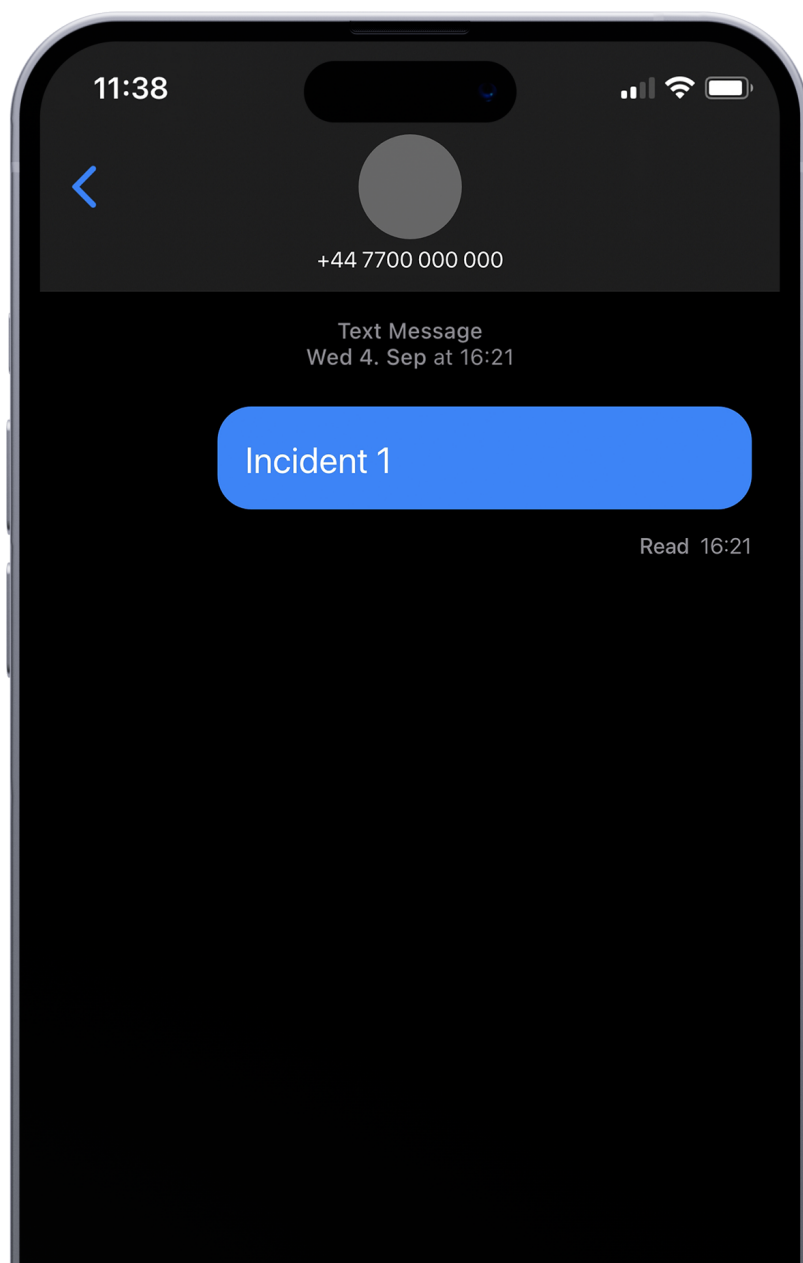
Reputation Risk





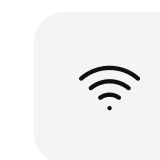
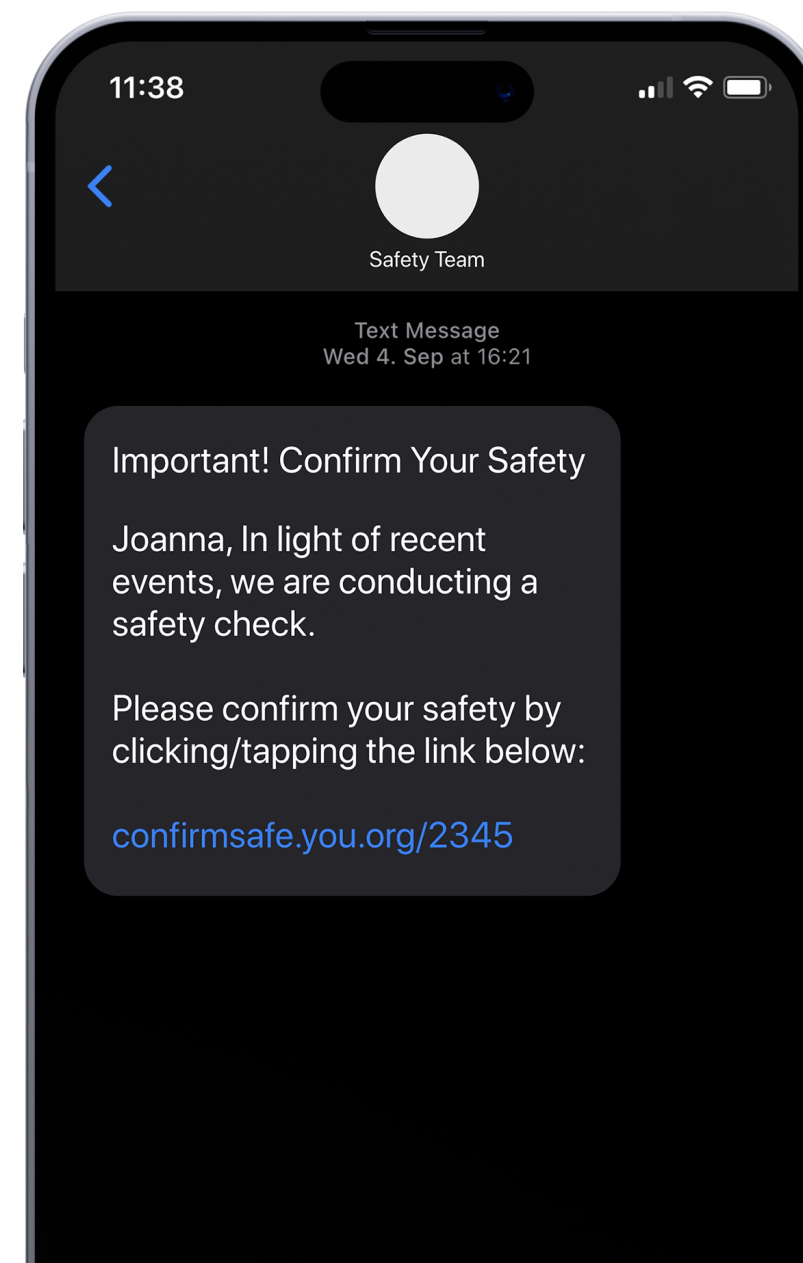
# Streamline Emergency Alerts with Ease

SMS is a simple, cost-effective solution for quick and reliable communication with stakeholders during emergencies. It allows instant alerts to be sent directly to recipients' smartphones, ensuring timely information delivery. Whether targeting one individual or a larger audience, SMS remains the most effective method for rapid, high-read-rate communication compared to broader media channels.



## Send

Finfo's Trigger Word Automation allows you to predefine specific words or phrases that, once detected, immediately activate alert protocols.



## Receive

The system scans for these trigger words across multiple platforms (email & sms) and sends automated alerts to the necessary teams or individuals.

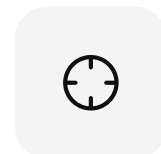


# Benefits of Using SMS for Crisis Management



## Performance

SMS has a 95% read rate, with messages typically read within 3 minutes, outperforming email (20-30% read rate) and social media (10-30% visibility).



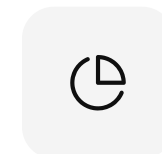
## Response Rates

SMS has a 45% response rate, significantly higher than email (6%), and more reliable than social media, where engagement varies.



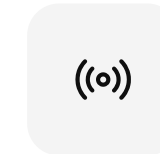
## Cost Efficiency

SMS campaigns are highly economical, offering extensive reach without straining budgets.



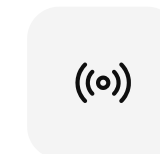
## Speed

SMS delivers instant communication, making it ideal for urgent situations.



## Universality

With 99% of people owning cell phones, SMS reaches recipients regardless of phone type or internet access.



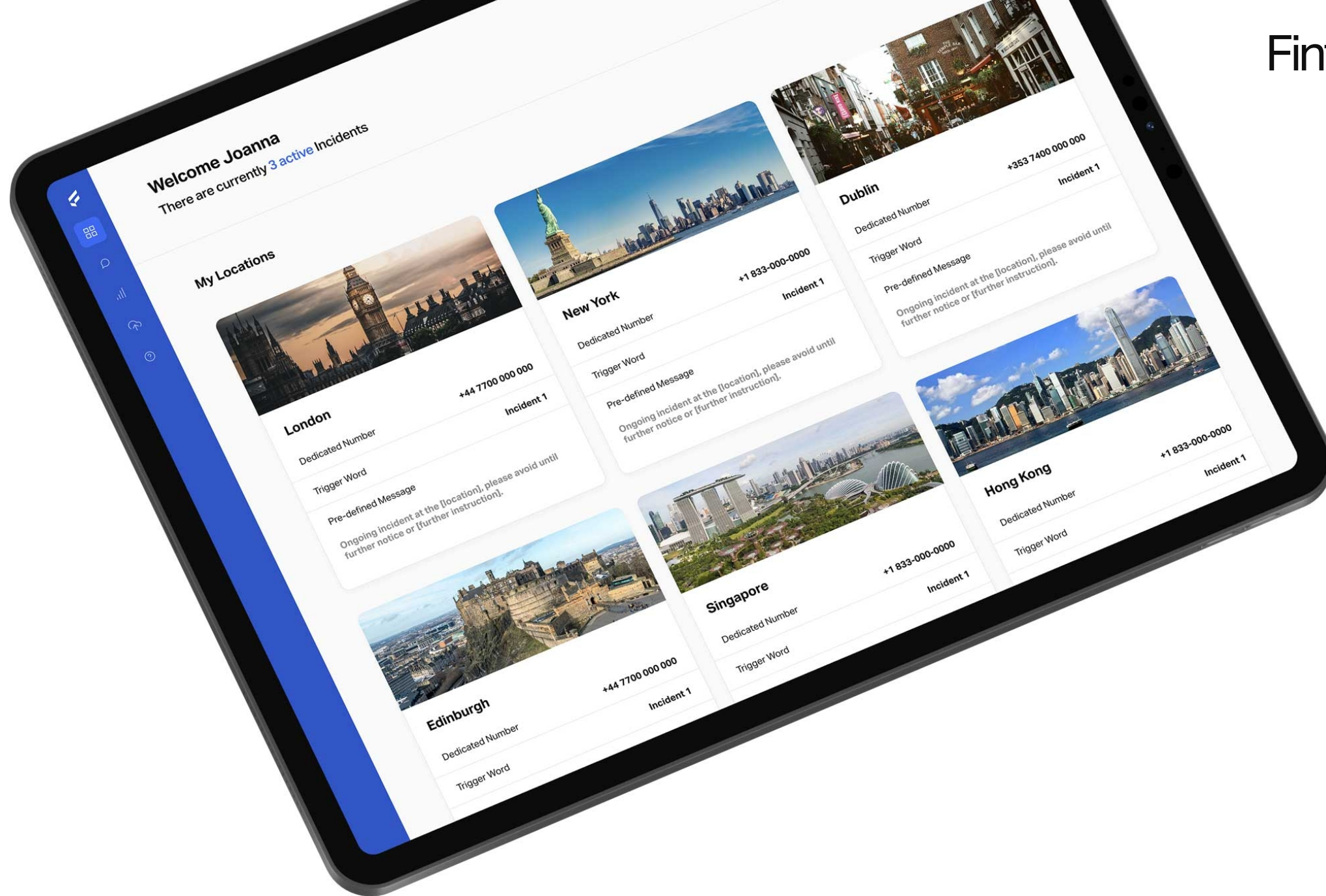
## Automation

SMS systems can be set up to trigger automated alerts during a crisis, simplifying crisis management.



# Unlimited Locations One Flat Fee

One of the unique advantages of our solution is the ability to scale effortlessly across multiple geographic regions without incurring any additional costs. Whether your organisation operates in a single location or spans multiple cities, regions, or even countries, our platform provides:



## Seamless Expansion

Grow your business across unlimited locations for one flat fee. No per-location charges or hidden costs — just flexibility to expand without surprises.



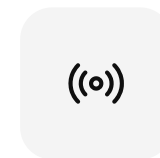
## Centralised Management

Oversee all your locations from one platform. Effortlessly manage teams, reports, and incidents, no matter how many locations you add.



## Cost-Effective & Scalable

Our flat-fee pricing lets you scale without rising costs. Focus on growth with predictable, manageable expenses.



## Maximise Your Reach At No Extra Cost

Unlike competitors, we don't charge for additional locations—expand freely without extra fees.





# Security Triggers & Alerts

## Your dedicated alert centre

Provides your organisation with the flexibility of new alerts, sending predefined alerts and following unresponsive employees.

### Features



Alert templates



Active alerts



Alert history



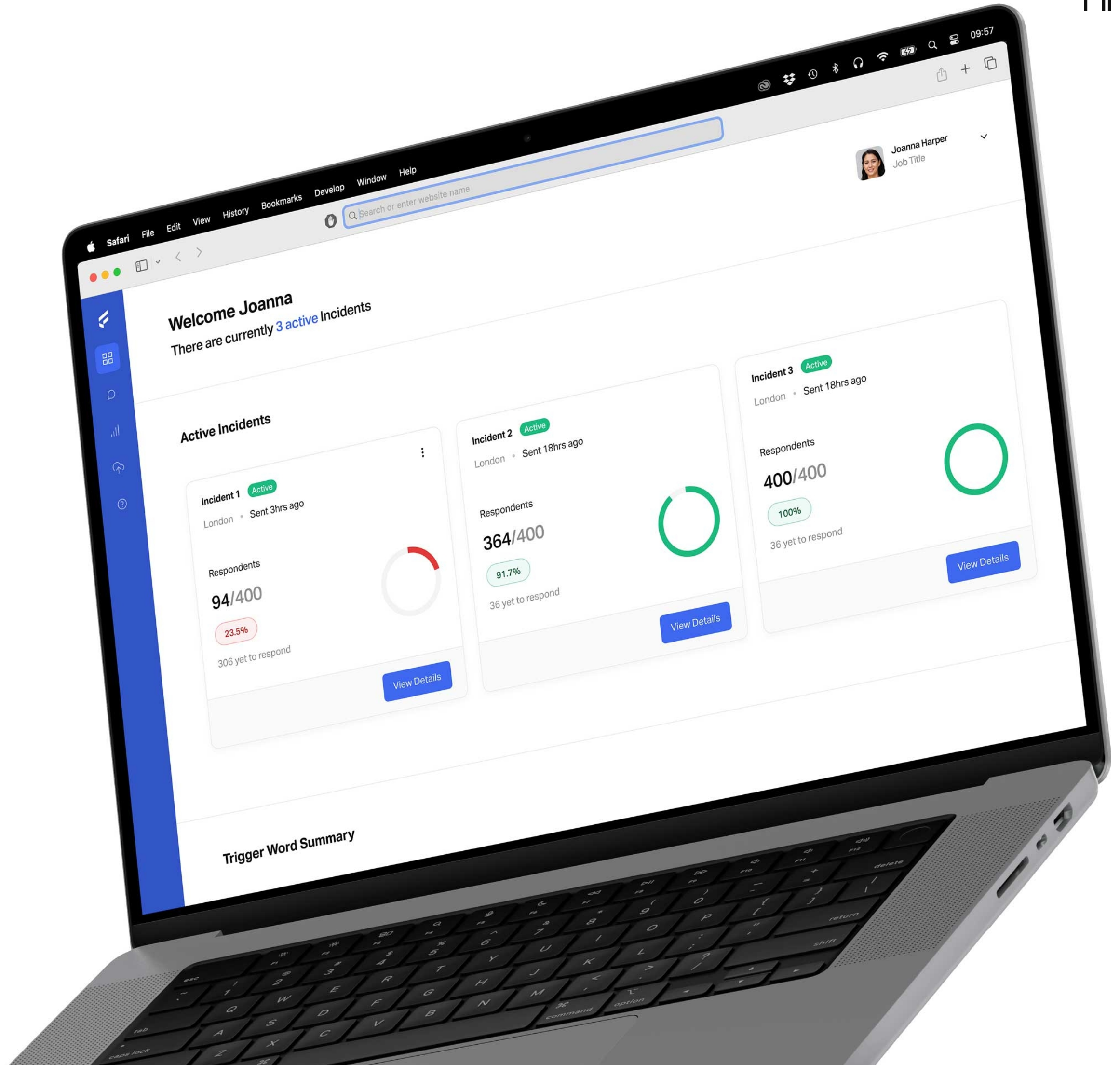
Engagement metrics



Unresponsive list



Direct call link





Finfo™

The Finfo team are available to answer any queries you may have.

Please contact the support team via email at [anthony@finfo.io](mailto:anthony@finfo.io)