

Use Case

Business Continuity

SMS as a powerful tool for urgent communications

yes

Case Study

During an outbreak, quick and effective communications are pivotal in limiting the spread of disease.

One Australian hospital recently had a patient in the Emergency Department, who later tested positive for measles. The hospital reached out to Optus with a need to contact any patient or staff member that may have been in contact with the infected patient.

Within a matter of hours, Optus was able to get the hospital up and running with an SMS solution that would allow them to send out a broadcast. The message contained information on the disease symptoms and what to do should they start feeling ill.

SMS for Emergency Communications

- ▶ Broadcast a mass communication quickly and easily during an emergency
- ▶ Invaluable during natural emergencies, pandemics and even technical outages
- ▶ API integration facilities to ensure contacts are automatically up to date
- ▶ Supports multiple lists for managing multiple sites collectively or individually
- ▶ Create templates for quick communication
- ▶ Manage business communications centrally, streamlining BCP processes
- ▶ Web based for complete redundancy from internal platform
- ▶ Sophisticated reporting suite to manage replies and provide further assistance



91% of adults keep their phone within arms reach every hour of every day



90% of all incoming SMS are read within 3 minutes



50% of message replies are received within 15 minutes

Contact

For more information talk to your Account Manager or call 1800 555 93.