First Hawaiian Bank was founded in 1858 and is a subsidiary of BancWest Corporation, a regional financial services holding company. The oldest and largest bank in the Aloha State, First Hawaiian offers personal, private, and business banking solutions. It consistently ranks among the top banks in the U.S.

**OVERVIEW**

First Hawaiian Bank wanted an emergency notification platform that would allow it to stay in touch with employees during tsunamis, tropical storms, and other incidents.

**SOLUTION**

The Everbridge platform allows First Hawaiian Bank to deliver quick, accurate emergency notifications to groups of respondents across several islands.

“With our offices spread out on islands across the Pacific, being able to alert employees of any events that may threaten their safety or cause a disruption to customer service is critically important. When there is a severe weather warning or a tsunami, we activate our command center and our Emergency Management Team is ready to take action. Message alerts are sent out through Everbridge – we use mobile phone, text, email, and home and business phones. Regular testing ensures that our employees are familiar with the notifications system and that they know how to respond accordingly.”

Shari Minato  
First Hawaiian Bank
HOW DO YOU CREATE MESSAGES QUICKLY WHEN AN EVENT OCCURS?
As part of our disaster preparedness business contingency plans, we created message templates that could be sent out quickly to both customers and our employees depending on the event that occurs. We have templates for tsunami warnings, severe weather situations, evacuation, and hardware failure. We also have a prerecorded message, ready to go.

For other incidents, either because they occur infrequently or they’re unexpected, we create messages on a case-by-case basis. We may have a general outline that we use, but for the most part, our Emergency Management Communications Team is creating these messages on-the-fly.

WHAT TYPES OF MESSAGES ARE SENT OUT DURING AN EVENT?
We use Everbridge to send messages throughout an event. When we receive an alert, we warn impacted recipients to inform them of the situation and instruct them to standby for more updates as we continue to monitor the situation closely. As more information becomes available, we’ll send subsequent messages out to those areas being affected. When appropriate, we will ask employees to take certain actions, such as to report back to their manager or to avoid taking certain routes due to road closures. Once the event is over, we’ll do a status update to let everyone know that the incident has passed.

HOW DO YOU ENSURE THAT EMPLOYEES RESPOND QUICKLY TO MESSAGES?
With Everbridge, we are able to target specific recipients so that they only receive messages that are relevant for their area. Because our offices are spread out across the Pacific on several islands, we also group recipients by region or island.

Live tests are run twice a year. We’ll send out a brief email in advance to let employees know the day and time of the test. We’ll decide whether to test emails, phones, text, or all contact points. The message that gets sent out is very brief – it says, ‘This is a test, please confirm if you receive this test.’ We do these drills first and foremost to ensure that recipient contact information is current, and secondly, to educate them about the notification system.

QUESTIONS & ANSWERS with Shari Minato and Jaelyn Mison of First Hawaiian Bank

THE ONLY END-TO-END PLATFORM

Planning: Everbridge is easy to set up, maintain, and organize, meaning that you’re always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

Assessment: When trouble strikes, you need rich insight, presented simply – so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

Response: In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

Delivery: Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we’re ready to support you wherever your people are in the world.

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

WWW.EVERBRIDGE.COM