TARGETING EMPLOYEES WITH LOCATION BASED NOTIFICATIONS
Introduction

Organizations face a wide array of emergencies and critical incidents—each with its own unique characteristics. Depending on how precise location-based notifications need to be, additional effort when planning communications may be required.

First, to effectively reach people, an organization’s database has to be up-to-date and accurate. Correct and relevant contact and mapping data collection can ensure that messages are received and responded to. Utilizing employees via self-registration and importing custom maps can be the most effective ways to gather this information.

Location-based notifications are also crucial when employees are out of the office and there are specific threats in their path. For example, if there are angry protesters around the corner from when an employee is traveling, it is important to be able to notify that person to keep them out of harm’s way.

Gathering Location-Based Data

Notification systems need quality data to be effective—and event truer statement when notifications are meant to be location-based. The quality needs to be especially high if the scenario calls for extreme precision. To acquire that precision, organizations need to be diligent with their collection processes.

There are multiple ways of importing data—not all can be effective for these types of notifications. Traditional methods, including importing white and yellow pages, providing names, land line numbers and addresses. It isn’t a bad thing to have this information, but it clearly lacks the many other contact paths that employees may prefer, such as cellphones and email.
Utilizing Self-Registration

Most notification systems today include a self-registration site or opt-in portal. It is key to properly take advantage of this tool. From these sites, employees can input all of their information, including name, number, address and much more. Moreover, if mapping tools are available, employees can use a pin drop to locate their actual address, rather than relying solely on where it’s defaulted on a map, which can help improve accuracy. Having this option provides organizations with more up-to-date information relying on the employees as the source, which saves time and increases the accuracy of the data. Because the information is of higher quality, organizations have a better chance of reaching employees during events and ensuring more successful resolutions.

Importing Mapping Information

It might seem a bit obvious, but the information on a map is important. Commercial providers, such as Google or Bing are great sources for organizations or events that don’t require extreme accuracy. They have free and readily available information that can be used for sending out alerts to specific locations. However, for significant events, organizations should not solely rely on these mapping sources. The main reason is they can miss some area details, such as specific locations on a corporate campus that Google or Bing may not be able to accurately display due to restricted access. Additionally, precise locations might be a bit off. A company might be listed at 1 Main St, but the pin drop on the map is actually down the street from that location.

During potentially devastating events where the utmost precision for location-based notifications is required, there are options available to ensure accuracy. The most reliable would be an organization’s own custom map. These maps typically include every detail of an area, including little known or hard to access roads and sections. Threat areas, such as low lying roads or potential flood zones can be identified, which would increase the accuracy of messages when being sent to employees for related events.
Precision is Needed to Keep Your Employees Safe

Workplace mobility is on the rise, which means organizations likely have an increasing number of employees who travel or work from home. This can complicate an organization’s critical communication plan, as they need to worry about keeping their mobile workforce safe, in addition to those employees who work in the office.

In such instances, location-based notifications can be extremely helpful. Once notified of a threat, organizations should be able to visualize the location of the danger to see if there are employees in the area. By drawing a shape around the affected area, organizations now have the ability to notify any contacts in their system that could be impacted by the threat.

Everbridge PrecisionGIS

The Everbridge Suite offers a set of features that enable you to define the level of precision in your data to support your range of use cases. Whether you need to alert employees about an office closure, or notify traveling workers about a threat in their area, the Everbridge Suite offers a set of features designed to assist you in achieving your notification goals.

The Everbridge Geo-Fence lets you use a shape or combination of shapes to represent a boundary, which allows you to control the addresses your employees entered via the Everbridge Member Portal. You have the option of either preventing employees from entering an address outside of your geo-fence, or accepting any address for later reviewing on a report.
The next feature, Custom Base Maps, lets you use your preferred base map within Everbridge Suite for map-based notifications if the commercially available base maps are not sufficient for your notification needs. Your base map can contain any geographical and road network information your users need to make more informed decisions when preparing a notification. A custom base map must meet certain system requirements in order for your base map to function within the Everbridge Suite platform.

Lastly, Point-Address Geo-Coding allows you to upload a CSV-formatted file containing all the address points for your organization. The Everbridge application will use your address points to offer suggestions to your employees who opt in with their address for notifications using the Member Portal, which helps ensure your employees can select a correct and accurate address for their opt-in record.

These features offer numerous benefits. Most importantly, users have control over the quality of their own data, not relying on any outside sources. These functionalities are all self-service, enabling users to modify their configuration at any time and as many times as they need to keep their data current. Information on the base map and in the contact records is more likely to be accurate, instilling confidence in the true location of your employees’ addresses, which in turn can ensure messages are received when being sent location-based.

**Key Recommendations**

Planning for location-based notifications can be a daunting task. Contact data cannot be limited to just importing lists. A good amount of effort should be placed on ensuring address, contact paths and other important data is accurate. Reaching out to employees for verification using an opt-in portal is a good start since it allows them to verify their own information. To further ensure accuracy, maps that are used for notifications cannot be missing key information. It is the organization’s responsibility to make sure corporate campus and geographic features are established on the maps. With location-based notifications, you can improve the accuracy of your critical communications and make sure the right message gets to the right person at the right time.
About Everbridge

Everbridge provides a unified critical communication suite that helps clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. When an incident happens, whether it’s a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time.

Widely recognized by analysts as the market leader, Everbridge solutions are trusted by clients in all major industries and government sectors to connect with over 50 million people around the world.

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.

Visit [www.everbridge.com](http://www.everbridge.com) to learn more.