

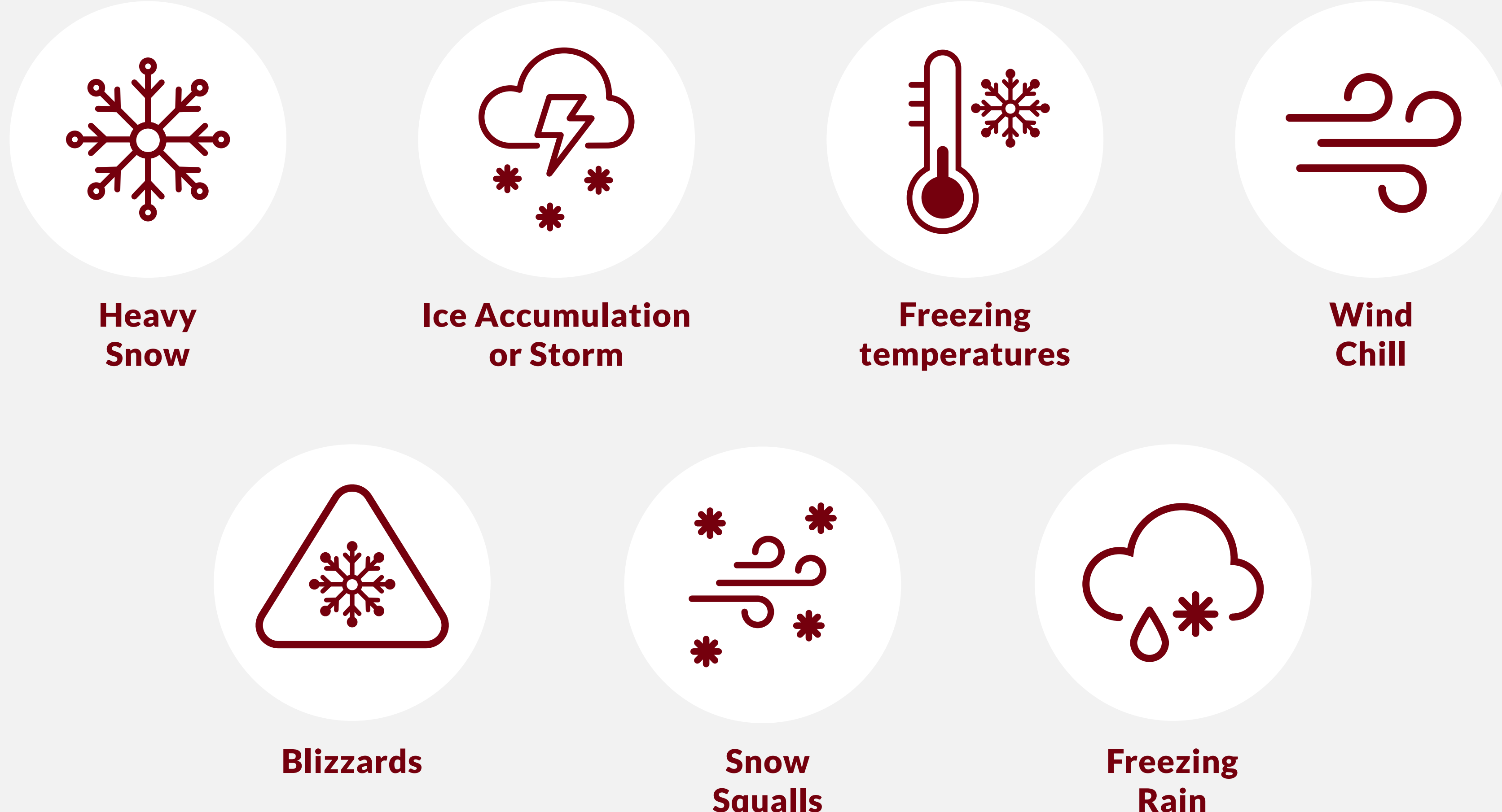


HYPER TARGETED MESSAGING FOR SEVERE WEATHER

Winter storms caused a record \$15 billion in insured losses in 2021, according to Aon, almost entirely due to the February winter storms that affected a large area of the United States, especially Texas.

Severe weather can develop quickly and unexpectedly, causing issues from business operation delays to in some cases exposure to cold, resulting in loss of money, injury or even death. If a blizzard, extreme freeze, icy roads, or other weather event impacts your physical location, results in a power or other outage, or impacts supply chains and travel for on-site employees, how can you best communicate with your team?

TYPES OF WINTER WEATHER



As these events increase in frequency, it is more important than ever that businesses are prepared to protect their employees, contractors, vendors, customers, and communities. In accordance with your preparedness plan, grouping or segmenting your audience ensures you send relevant messages to the right people for clarity and action.

Read the Blizzard Event infographic below as an example of ways to group and message your organization based on relevant data points - including geolocation.

BLIZZARD EVENT EXAMPLE

Blizzard Warning Issued

One of your several locations has been issued a blizzard warning. Message only employees at that location about next steps.

- **Segment by known work location:** Use employee and contractor records to group contacts based on city, site, or even building.
 - "Icy road conditions are in tomorrow's forecast for [location]. Prepare to work remotely."

Consider any supply chain issues that will impact your business, and message accordingly. For example:

- **Segment by specific vendors or customers who will be impacted:**
 - "Due to the Blizzard warning issued for tomorrow, please be prepared for delays in shipping from our warehouse. We will continue to send updates as the situation changes."

1

Several of your out-of-town employees have traveled to the area that is impacted by severe weather that could result in a power outage. Use geo-location to alert them and advise on how to stay safe.

- **Segment by Geo-location:** For traveling employees or special circumstances, segment your audience based on live GPS location coordinates.
 - "Blizzard conditions affecting [location], power outages reported. For your safety, stay indoors and off the roads."
- Also consider setting up a **timed geofence** so if an employee or contractor enters a certain mile radius from the area, a message is automatically sent:
 - "You have entered an area with ongoing blizzard conditions. Please be safe and follow severe weather precautions."

Power Outage due to Storm

2

Traffic Pileup on Nearby Route

A snowstorm has resulted in a car pileup next to one of your locations, resulting in major traffic disruptions. Draw a custom geo-fence around the incident (including any incoming routes your employees would use) and notify anyone within to suggest alternate routes or how to get assistance.

- **Segment by Geofence:** Use tools to draw a geo-fence around an affected area, then alert all contacts within.
 - "Freezing temperatures have caused a traffic pile-up near our location. Advise using alternate routes."

3

Incoming weather has caused you to close a location. Message department heads to double check that employees are aware of next steps.

- **Segment by job role:** Alert employees in certain positions to give specific information or to take action.
 - "Due to weather, our warehouse will be closed for the next two days. Please confirm all your employees have safely left buildings."
- **Segment by job type and location:** If another type of job at your company is able to work remotely, send out a quick survey of who is setup to work remotely and who needs assistance
 - "Due to the warehouse closing, do you have what you need to begin working remotely? Please answer the questions below:"
 - 1) I am able to access the server and have begun work
 - 2) I do not have the correct access and need assistance
 - 3) I do not have the proper equipment and will not be able to work today

Location Closure

4

TIPS

- Regularly update your employee, contractors, vendors and clients (if applicable) information to include current work location and cell phone numbers.
- Encourage employees to opt-in to location services to ensure accurate communication.
- Create groups long before winter arrives so you can message employees quickly.
- Draft winter weather templates and group segments for various scenarios in accordance to your crisis plans so you aren't drafting in the moment.



WANT TO LEARN MORE?

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