

## CASE STUDY: Ryder



### Ryder uses Send Word Now to Streamline Operations and Help Protect the Safety of Its 26,000 Employees

Ryder is a multi-billion Fortune 500, leading provider of transportation and supply chain management solutions. The company operates in North America, the United Kingdom and Asia, and is headquartered in Miami, Florida. During any disaster, Ryder's top priority is to ensure that its employees have the information and resources they need to withstand any challenging weather conditions that may affect them. In emergencies or disaster situations, Ryder uses Send Word Now's messaging platform to send employees critical information and to receive the status of their well-being.

#### Streamlining Operations

In Ryder's Miami headquarters, Business Continuity and Disaster Recovery Manager Diane Oliphant is responsible for maintaining the resiliency of Ryder corporate offices, while ensuring that other sites are able to take care of employees, understand evacuations, and coordinate work to be done off-site as needed. She uses Send Word Now to communicate with Ryder's geographically dispersed workforce, as well as with select customer groups during critical situations.

"Before turning to Send Word Now, we relied on manual phone trees to communicate with employees and customers," Oliphant explains. "Today, we use the service to communicate information about anything that is broken in the system. We use Send Word Now to keep our customers satisfied, to manage production support, and, most importantly, to keep our employees safe. The safety of our employees is our number one concern, and Send Word Now helps us to protect them."

#### Putting Safety First

Ryder uses Send Word Now during all types of emergency situations in order to remind employees how to respond, receive status

updates, and search for missing employees when necessary. "We take advantage of Send Word Now's multiple modalities," says Oliphant. "We use the service to track our employees down, to make sure that they're safe, and to get them help quickly when needed."

When sending messages, Ryder always uses Send Word Now's cascade feature, which allows messages to hit only one contact point at a time. "If I'm sending a message to truck drivers, for example, I want to call their cell phones before I try another line," explains Oliphant. "Recently, a truck driver's spouse told me how much she appreciated that we also sent a message to a home phone line. We use this service to keep our employees safe, as well as to ensure that their family members are informed."

Oliphant also notes that hurricanes are a primary continuity concern at Ryder, and just prior to the onset of hurricane season, she always tests the Send Word Now system. "In 2009, during the Texas hurricanes, we used the Send Word Now conference line exclusively to coordinate our field teams. In doing so, our key employees were able to remain in the field while tapping into the conference line on the fly. This kept them working and moving, and saved us hundreds of hours of productivity."

**"The safety of our employees is our number one concern, and Send Word Now helps us to protect them all."**

**-Diane Oliphant  
Business Continuity and Disaster Recovery Manager, Ryder**



### Daily Communication, Across Borders

“Every single day, our production support team uses Send Word Now in order to communicate when any IT issues arise,” says Oliphant. This group supports supply chain logistics with customers, and relies on Send Word Now at all hours of the day to process orders and deliveries. “In the past we used a paging system for this group,” she adds, “but it sometimes took hours for pages to send. Now, our messages get through to their recipients in just seconds.”

Ryder currently has over 22,000 employees in its Send Word Now database, and it is in the process of expanding the service to its newly acquired employees through acquisitions, and to its operations in Mexico. There, the team will use Send Word Now’s multi-lingual alerting feature to send messages in both Spanish and English in order to keep drivers and other employees safe. “If we ever need to distribute information regarding a difficult border crossing,” adds Oliphant, “Send Word Now is our go-to solution.”

### The Benefits of Send Word Now

While Send Word Now has saved Ryder countless hours in emergency response time, Oliphant also values the service for its simplicity and functionality. “Even on the first day, I found that the service was very easy to use,” she explains. “Send Word Now has what we need, and the platform is much more customizable than what other organizations have to offer. It’s a great fit for us.”

Send Word Now’s excellent customer service also set it apart from competitors. “Customer service is very important to us, and it’s one of the primary

reasons that we’ve stayed with Send Word Now,” says Oliphant. “Send Word Now always listens to our recommendations, and even if a certain feature isn’t ready yet, we always know that it’s being worked on. When we chose the product, we felt that there was a tremendous potential for growth. Today, I’m very happy with Send Word Now – it was an excellent choice.”

### Why Send Word Now

By tailoring its services to the needs of its customers, Send Word Now consistently provides innovative notification solutions that outmatch its competitor’s offerings. Through unique features such as WeatherBlast, BlackBerry PIN to PIN messaging, and native mobile applications, customers can take advantage of Send Word Now’s secure and customizable platform to maximize their communication efforts.

Send Word Now is the leading worldwide provider of on-demand alerting, response, and incident management services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.