



send word now®  
EVERY MESSAGE COUNTS™

## Powerful Technology For Alerting Hospitality Industry Guests and Employees

Send Word Now's award-winning online emergency notification service is used by the most notable hospitality companies in the world to alert employees and guests during critical events. And, because its built for flexibility and reliability, the solution is also used to enhance day-to-day operations.

In the event of an emergency, a hotel administrator can quickly send out voice, email, desktop, and text alerts to select groups and contacts. Message recipients can respond through their device, and administrators can track all responses through detailed reports.

In addition, this same automated technology can be used to notify guests in non-emergency situations. Guest room availability, resort specials, transportation instructions, etc. can all be communicated in a rapid, cost-effective way through the Send Word Now notification service.

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### Key Benefits for Hotels & Resorts

- **Send** alerts to all devices simultaneously, receive responses back, and track the results.
- **Deploy** security personnel or other staff instantly to deal with unexpected situations.
- **Leverage** alerts for non-emergency information such as hotel events or promotions.
- **Conference** quickly by having the system call participants for transfer to a conference bridge with no dial-in numbers or passcodes.
- **Schedule** automatic alerts and reminders to be sent for one-time or recurring events.
- **Post** messages on a virtual message board so guests and staff can retrieve information at their convenience.

## emergency notification for **HOTELS & HOSPITALITY**

### Used by Hospitality Companies for:

- **Emergency Notifications**
- **Reservation System Disruptions**
- **Security Alerts**
- **Room Availability Notices**
- **And More**

### Notify & Receive Feedback From:

- **Mobile & Land Phones**
- **SMS**
- **Email**
- **Blackberry PIN**
- **Digital Signs**
- **Cisco IP Phones**
- **Desktop Alerts**
- **Other Devices**



## The Send Word Now Difference



### Secure

- SSAE 16 SOC 1 and DIACAP compliant
- At-rest and in-transit data encryption



### Reliable

- Top-tier, geographically dispersed data centers located in the US, Canada and the UK
- Industry's only **100% Uptime Guarantee**



### Fast

- Deliver thousands of messages in seconds
- Send to virtually any communication device



### Easy

- Launch on the fly, or create predefined scenarios for easy activation
- Initiate alerts through web browser, mobile app or by support call



### Accessible

- 24/7/365 support by a live application specialist
- Initiate alerts anytime through Send Word Now's toll-free concierge service

## Key Feature Highlights

### Mobile App for Smartphones

Send Word Now's mobile apps for Apple, Android and Blackberry smartphones provide all the capabilities of the standard Alerting Service right in your hand.

### Get Word Back

Two-way communication allows message recipients to respond to alerts they receive, and have responses tallied in a report.

### AlertTracer<sup>®</sup>

Provides an audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.

### On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers.

## About Send Word Now<sup>®</sup>

Headquartered in New York City, Send Word Now is the leading worldwide provider of critical communications solutions. The company's easy-to-use web-based and mobile solutions are deployed by businesses, government agencies, universities, and non-profit organizations to ensure fast, effective, communications when it is needed the most.

Send Word Now's enterprise-class notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes while providing a full audit trail for after-action reporting and follow-up. Its conferencing, Interactive Voice Response (IVR) and workflow solutions keep employees informed and connected to the people and information they need.



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