

Intuitive,
Reliable and
Cost-Efficient
Employee
Communication

case study

PR Newswire ensures employee safety and continues uninterrupted service during devastating Superstorm Sandy

As the global leader in news and information distribution services, with offices in 15 countries, PR Newswire understands the importance of 24/7 accessibility and customer service. For this reason and others, this pioneer of commercial news distribution depends on Send Word Now for rapid, multimodal alerting during situations impacting operations, employees and clients. They have been a Send Word Now customer since 2006.





The Challenge

Like so many other businesses throughout the Northeast, PR Newswire found itself in the direct path of Superstorm Sandy in October 2012. The company's New York office was forced to close for the only time in PR Newswire's history. For a full week, employees had to be relocated to its New Jersey facility.

Wes Simpson, Director of Business Continuity Planning and Management for PR Newswire, knew communication must be immediate if staff were to be accounted for, and their responsibilities covered throughout the unprecedented weather event.

The Solution

Without hesitation, PR Newswire looked to Send Word Now to alert personnel of the rapidly evolving weather situation, which would eventually become known as one of the deadliest and most destructive storms the Northeast has ever experienced. The company also used Send Word Now's Get Word Back feature to obtain responses from message recipients, ensuring their status and ability to perform essential duties.

This information, coupled with that shared through PR Newswire's wiki and by staff in offices outside the immediate area, proved instrumental to the organization's recovery.

"The true value of Send Word Now was presented to us during Hurricane Sandy," said Simpson. "It's the most intuitive and cost-effective notification system out there, and the Get Word Back feature is phenomenal."

And, Simpson, a 17-year veteran of PR Newswire and experienced business continuity professional, should know. He did his homework, comparing notification providers and first implementing Send Word Now in 2006. He even used a competitive solution for a short while, but returned to Send Word Now when the opportunity arose.

"Send Word Now, by far, offers the best features at the best price," said Simpson. "To top it off, the company's customer service is first rate."

The Experience

Over the years, PR Newswire has successfully used Send Word Now during a variety of critical events worldwide. Among them was an earthquake in Mexico, during which the company needed to account for employees and ensure their safety.

For PR Newswire, the use of Send Word Now isn't limited to emergencies. The company also utilizes the service to share important, but not necessarily critical, information with employees on a regular basis. As an example, PR Newswire recently used the service to keep staff informed of a data center move inside the UK.

"In our business, communication and service is everything," said Simpson. "With Send Word Now, we instantly share information with employees about what to do in certain situations, and, with their feedback, make sound decisions for our company and our clients."

To further enhance its critical communications capabilities, PR Newswire will launch Send Word Now's Self-Registration Portal. Its use will allow the company's employees to enter, maintain and update their own contact information, helping ensure data integrity within the notification service. PR Newswire will also implement Send Word Now's Desktop Alerting service, enabling the company to send "pop up" messages to employees' computers, should email viruses, building evacuations or other situations occur.

"Like PR Newswire, Send Word Now continues to evolve as an organization and a service," said Simpson. "We feel strongly that our critical communications needs will be met in our global expansion and for many years to come. Send Word Now, by far, offers the best features at the best price. To top it off, the company's customer service is first rate."

