



## The Logistics of Emergency Communications GENCO Supply Chain Solutions

### THE CLIENT

GENCO Supply Chain Solutions is North America's 2nd largest and a Global Top 50 third-party logistics provider and the recognized leader in reverse logistics. The company manages 112 operations and 37 million square feet of warehouse space throughout North America for a diverse range of retail, manufacturing and government customers, including many Fortune 500 companies. The company provides initial and ongoing value through a complete range of solutions, including contract logistics, transportation logistics, parcel negotiation and audits, reverse logistics, damage research, product liquidation, pharmaceutical services, government solutions and supply chain technology solutions.

### THE SITUATION

In May of 2010, the Nashville, Tennessee region was hit by powerful thunderstorms which dumped over 13 inches of rain in 2 days. Creeks, lakes and rivers swelled with the rainwater, overflowing their banks and washing away roads, cars, and buildings.

GENCO, a privately held logistics company headquartered in Pittsburgh, Pennsylvania, has an operation that employs over 400 associates in the affected region. The management team at GENCO needed a way to quickly communicate mission-critical information to the flooded warehouse personnel in order to expedite the clean-up process and minimize disruptions to their customer's operations. Their goal was to do everything possible to continue providing warehousing and shipping services for their customers, despite the flooding catastrophe.

### THE SOLUTION

Fortunately, GENCO was able to send important messages via the One Call Now business notification service. The service enabled GENCO to contact all of the affected employees with one phone call, alerting them not only of the progress of the storm and subsequent clean-up, but providing them with specific instructions on business continuity as well.

According to Julie Arington of GENCO, with 37 million sq. ft of managed warehouse space spread across 112 locations, there is frequently a need to update specific groups of employees. The key to keeping things running smoothly, in spite of unforeseen situations, is the ability to communicate. One Call Now makes that possible without the need to manually call each and every employee or rely on e-mail, which not everyone is able to access, particularly in a weather emergency.

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### INDUSTRY

*Transportation/Logistics*

### PROBLEM

*Continuing operations quickly after being hit by a 500-year flood*

### PAYBACK

*Employee safety was maximized and business disruption was minimized*

### SCOPE

*Nashville, Tennessee location of North America's second largest third-party logistics provider*

### REPLACED

*Manual notification*



## CLIENT CASE STUDIES *continued*

After using One Call Now for over a year, GENCO continues to add features that make the service even more robust and automated. For example, they recently added the SYNC feature to their subscription. With SYNC, GENCO's list of employee contacts is updated each time there is a change in their personnel records. This happens behind the scenes during a nightly update so that the roster for notifications is always up-to-date when it is needed.

Fortunately, the addition of new features doesn't complicate the user interface. In fact, in addition to price, the simplicity of use was the key factor in GENCO's decision to work with One Call Now over other providers.

***For GENCO and other logistics companies, One Call Now provides a simple solution to the complex challenge of facilitating communication to employees in multiple locations.***

### **CONTACT US TO LEARN MORE!**

**877.698.3262 | [onecallnow.com](http://onecallnow.com)**

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One Call Now is America's largest message notification provider, serving one in five American households annually. Founded in 2002, One Call Now has been honored as one of Inc. Magazine's fastest growing privately held companies in America for four consecutive years. Schools, businesses, churches, volunteer organizations, emergency crews, and municipalities use One Call Now's high-speed, fully redundant service to send voice, SMS text and email messages to thousands of numbers simultaneously. When Messages Matter, We Deliver!