

Developing Your Corporate Communication Strategy

IMMEDIATE THREATS



CONTENTS

[Business Continuity Plan](#)

[Your Risk Assessment](#)

[Developing an Effective Plan](#)

[Implementing the Plan](#)

[Tool Box](#)

[The Dexcomm Difference](#)

Our passion is properly serving customers. Operating as a 24/7/365 Telephone Answering Service and Medical Exchange since November of 1954 we have developed skills and techniques that allow us to delight a wide range of clients. As we have grown and prospered for over 50 years we feel now is a great time to give something back to our customers, prospective customers and anyone seeking to improve their business success. Included in this book are tips and tools that we hope will make your job a bit easier each day. One of the great learning tools we have employed is the willingness to learn from our mistakes. Please take advantage of our many years of experience and avoid some of the pitfalls that we have learned to overcome. Our hope is that you and your office can adopt some of these tools to make your life a bit less complicated and allow you a bit more uninterrupted leisure time.

Thanks for listening!



JAMEY HOPPER

PRESIDENT



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PREFACE

Immediate threats like tornadoes, power outages, fires, heat/brownouts, terrorism, thunderstorms, nuclear hazards, hazardous materials, biological situations and cyber-security issues can be devastating to any small business. Business continuity and disaster planning are especially important for companies such as Dexcomm in south Louisiana, where we are especially prone to inclement weather like, hurricanes and tropical storms. We'd like to share what we've learned over the years when we're use to operating under these conditions.

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Meet our Experts

@SK THE EXPERT

If you have any questions about the information covered in this e-book, you are invited to “@SK THE EXPERT”

by clicking on the email icon



or

emailing us at AsktheExpert@dexcomm.com.

A few pre-requisites prior to getting started.

Management Commitment



Management Involvement



Employee Participation



BUSINESS CONTINUITY PLAN

What is a business continuity plan? Best defined, disaster recovery and business continuity planning are processes that help organizations prepare for disruptive events.

Communication is KEY to a successful plan.

There are three parts to putting together an effective plan. They are identifying and understanding your risk under such threats, developing an effective plan to address such risk, and implementing the plan that involves communicating with your clients and staff.

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Once you've identified a committed, capable team, you can get started. Now, let's identify our basic capital:

- Human (employees)
- Physical (building structure or equipment)
- Information (technology)

YOUR RISK ASSESSMENT

Each functional area of the organization should be analyzed to determine the potential consequences and impact associated with several disaster scenarios. The plan should consider "worst case scenarios".

Next, establish priorities. Which of these potential risks pose the greatest threat to your organization? Start with the most probable risk first and work down the list. Recruit employees from each of your departments or functional areas in order to identify and evaluate risk priorities as it pertains to that department.

Each department should be evaluating these risk areas:

- Policies and procedures
- Functional operations
- Key personnel
- Information
- Processing Systems
- Service
- Documentation
- Vital records



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SYSTEMS ENGINEER



YOUR RISK ASSESSMENT

Each departmental plan should answer this question for their departments. **"How much time and what minimal resources does the functional area need in order to continue essential operations?"**

Each department should also be coordinating with the IT department to determine hardware and software requirements for essential operations, and have access to data files, the internal server and other processing programs. Here at Dexcomm, our IT department strongly suggests data redundancy as part of your corporate communication strategy for immediate threats.

CASE STUDY

NC State University has put together a chart for their campus that is a great example of what risk identification may look like.

NC State University
Business Continuity & Disaster Recovery

EXAMPLES OF RISKS

Below are examples of Risks to NC State University by Silos. This information may be helpful as you complete your Risk Assessments.

OPERATIONAL	TECHNOLOGY	LEGAL	FINANCIAL	MARKET/STRATEGIC	REPUTATION
<ul style="list-style-type: none"> Loss or inaccessibility of facility Unavailability of employees (<i>retired, laid off, home emergency</i>) Utility failures (power, heating, air, water) Campus or departmental transportation unavailable Critical equipment/hardware failures Vital records destroyed or unavailable to access Dependent business unit or third party provider suffers a business disruption Off-site storage locations unavailable Environmental 	<ul style="list-style-type: none"> Telephone services unavailable Critical software unavailable (client server or web) Data (electronic or paper based) unavailable or destroyed. Data corruption or theft Computer hardware failures or computer theft 	<ul style="list-style-type: none"> Lawsuits Noncompliance with regulations Contract violations Personal liability issues in case of injury or sickness or harassment 	<ul style="list-style-type: none"> Fines Penalties Fees Overdraft charges Increase in insurance premiums Insurance deductibles Replacement cost for equipment/hardware and office assets Loss of grant or funding Loss of financial contributions from alumni, gifts, etc. Loss of interest Theft or misuse of funds 	<ul style="list-style-type: none"> Decreased enrollment Loss of key staff and faculty Jeopardized accreditations Loss of permits Loss of competitive advantage Lower University standing Loss of patents and technology transfer 	<ul style="list-style-type: none"> Loss of trust (public, UNC system, institutions, and internal) Negative media publicity Degradation in Customer Service Insufficient business continuity and disaster recovery planning causing inappropriate response time.

<http://www.ncsu.edu/ehs/BCP/phases/bia.php>

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DEVELOPING AN EFFECTIVE PLAN

Now that you know where your risks lie, you can get started on developing an effective plan that addresses the risk and threats you've identified. There are a few planning guidelines that must be considered:

Scope - Use the information you gathered during your risk assessment to include the functions that are the immediate focus of the plan. Also, list strategies for addressing them.

Goals and objectives - Identify your goals and objectives for each strategy. How are you going to achieve your goals? What are the timeframes? Are there any constraints? Identify cost-benefit of instituting an objective.

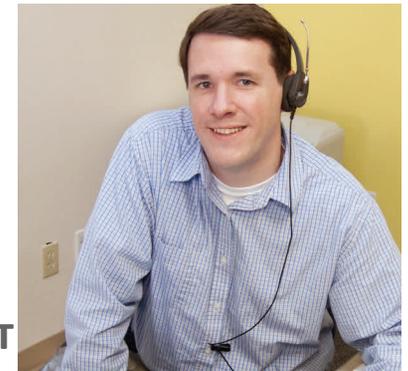
Designate a project team for each department as well as for your organization - Who will lead and make decisions for each functional area throughout your organization? How will you delegate responsibility?

Identify the local Incident Command System - These people will interact with 911, the fire department or other emergency personnel. They will also make the call about building evacuations, or other imminent decisions that need to be made during a threat situation. Establish standards for decision-making.

Identify organizational components for recovery -They should include a management leader, crisis communications, emergency response and life safety, damage assessment, recovery operations, financial functions, administrative and logistical support functions.

Have a kickoff meeting -To ensure complete understanding of the plan, goals, timeline, responsibility, etc.

Have Each Team Document Processes and Procedures - for final version of the plan.



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KARL SCHOTT

OPERATIONS SUPERVISOR



TOOLBOX



[Don't Skimp on Your Backup Solutions: Backup 321.](#)



[Power Outage Tips for Technology in Your Office](#)



[Corporate Communication Emergency Procedures Binder](#) template



[Risk Assessment Form](#)

IMPLEMENTING THE PLAN

Develop and/or Update Emergency Response Procedures —from each team's documentation notes, creating a first draft.

Conduct a Walk-through of Procedures — to account for changes that may occur during the drill.

Document and Publish Your Business Continuity Plan—

Conduct Awareness and Training Sessions for Employees

Post and Distribute Copies

Practice!



Tip: If you are in a multi-tenant facility, be sure to do a coordinated walk-through with the Building Landlord or Tenant Manager to ensure the viability of your Emergency Response Procedures with those for the facility and other tenants.



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APPLICATION ANALYST



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- [OSHA-Evacuation Plans and Procedures](#)
- [NEPA-Emergency Evacuation Planning Guide](#)
- [American Red Cross-Prepare your workplace & employees](#)

WORKS CITED

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THE DEXCOMM DIFFERENCE

Dexcomm has a history of emergency preparedness and disaster recovery, so we understand the overwhelming challenges businesses face in time of crisis. Our corporate communications strategy and back-up plan has allowed us to manage multiple locations during immediate threats. Dexcomm’s Association of Teleservices International 24/7 Site Certification Program sets forth nearly 60 criteria to be met or exceeded. They represent a collection of the best practices and guidelines to which telephone answering service sites must adhere. Part of the challenge of participating in this peer review and inspection program is in the preparations and groundwork that telephone answering services complete in order to qualify. Dexcomm has demonstrated a high level of proficiency in recovery techniques, good business practices, documentation of procedures, and levels of redundancy necessary for 24/7 preparedness to the Certification Committee. Our experienced and committed team is here to support you in any disaster situation.

A SPECIAL THANKS TO

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