



# Put Citizen Safety First, Improve Emergency Response, and Enhance Public Engagement with Mobile Technology

**Government agencies must embrace new methods of communicating with their constituents. This is especially true in times of disaster.**

Mobile devices are game changing when it comes to emergency management and communications. Mobile applications enable agencies to provide the public with access to real-time, mission critical information through social media, SMS, and web. These technologies will transform communication strategies because they can still be effective in areas lacking power, internet, or cell coverage.

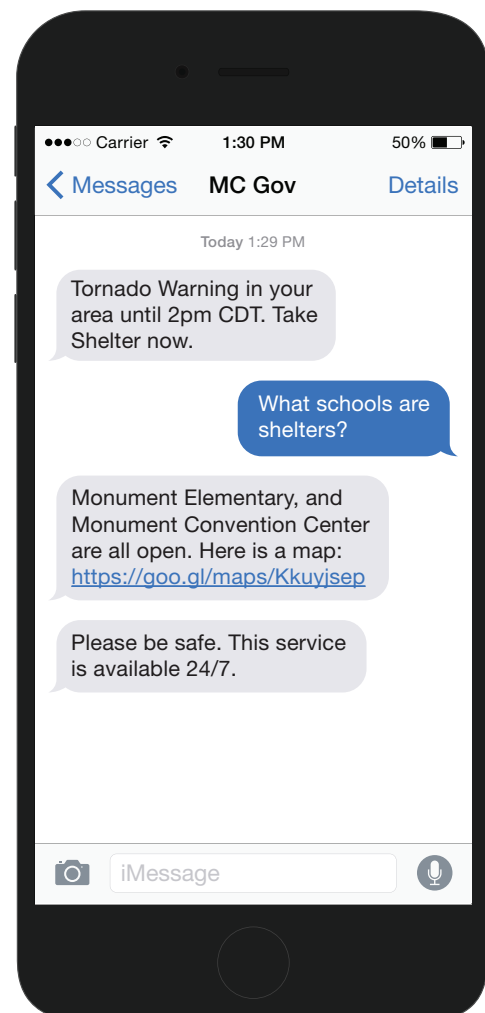
## **Interactive Text Response (ITR): A Surviving Channel in Infrastructure Fallout**

When disaster strikes, emergency personnel might have limited resources and ways to access and disseminate information. Texting gives emergency services the ability to reach a large number of people more reliably especially when voice is not an option given likely damage to the surrounding infrastructure.

Sometimes a simple alert is not enough – using Aspect® CXP™ solutions for emergency services can turn one-way notifications about weather and damage status into automated, two-way conversations, and provide immediate answers to questions without relying on scarce, live-agent resources.

This is key when information is constantly being updated because it allows individuals to ask questions and gather information that is relevant to their area and their particular situation. In case an interaction needs to be escalated to a live agent, SMS inquiries can be instantaneously handed off to emergency dispatch services and re-deployed on any

channel. Because this tool is based on familiar consumer technologies, these automated self-service conversations form a far-reaching foundation for emergency public service strategies.



## Aspects Social Engagement Platform: Emergency Communication through Virtual Communities

During emergencies social media has become an essential tool for the government to create mass awareness and two-way communications between the government, its citizenry, emergency teams, and first responders. The government no longer has to rely on radio and TV emergency broadcast systems. Aspect's social engagement tool gives agencies the ability to inform and alert the public about impending natural disasters, evacuation zones, and relief centers in areas without phone service or internet.

Through this platform agencies can communicate with emergency teams, making good use of rich uploaded content such as pictures, maps, and video to help make better decisions and respond faster. In turn, the public can turn to social media to locate loved ones, notify authorities, and offer support. The unique real-time capabilities of Aspect® Social ensure that dispatch centers can respond and provide assistance at the most critical times.



## Preparing for the Inevitable

Emergencies are inevitable. Developing and preparing communications strategies are key, but proper execution is essential. With the advent of mobile technology, government agencies are able to reach the public through devices that they use in their everyday lives. Cloud, mobile applications, and services enable government agencies to implement and scale emergency communications and disaster response programs with minimal resources in a small timeframe. Mobile devices have transformed the way people engage with emergency services so even the underprepared have the necessary resources and readily available information at their fingertips.

### Key Takeaways

- Improve emergency response by making use of popular, widespread technologies familiar to the general public
- Turning emergency alerts into two-way interactions through SMS so constituents can access information relevant to them wherever, and whenever they want
- Less reliance on traditional communication methods that are more vulnerable to potential infrastructure damage.
- Mobile applications provide a way for response teams to analyze data about affected areas and enable the public to share information about their status and needs.

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#### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

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