



eTXT

BUSINESS CONTINUITY PLANS THAT WORK

Spark eTXT is an effective communication tool for Emergencies and Incident Management

Organisations and Emergency services in New Zealand use Spark eTXT to deliver their time-critical messages.

With a 98% open rate and with 90% of text messages being read within 90 seconds (versus only 20% open rate for email) - SMS is a powerful tool when you need to get your message across quickly!

Whether they are sending critical notification updates to staff or customers, they use the eTXT platform to get their messages through at the right time, effectively.

Public safety warnings.

Whether you need to prevent a disaster or manage one, SMS lets you instantly send real-time information to media, emergency responders, or the general public.

Service disruptions.

Road closures, equipment failure, or plane delays – a simple SMS message keeps users up to date on the latest conditions.

Staff updates.

Send critical staff updates, such as last-minute changes to arrangements or emergency procedures. Can be used to communicate with employees in the field.

eTXT functionality makes sending and tracking critical communication easy.

- Rapid notification system and 2-way SMS for organisations
- Enables ongoing communication during and after an incident, rapidly send time-sensitive information via SMS to pre-configured saved groups of teams of workers, first responders, patients or customers
- Use SMS to verify worker staff safety and status. Track responses easily in the eTXT portal and reporting tools. Escalate if no response is received based on duration rules you establish
- The platform allows users to insert a file or link into your SMS so you can send further details such as documents to read, FAQ sheet or further detailed advice or instructions
- HR can use eTXT to communication to all staff at once. An easy way to send an SMS to confirm emergency contacts are up to date and to communicate important updates

Get in touch.

Call your **Spark Customer Lead** for more information.

Best practice urgent and emergency staff communications.

If your business needs to send emergency communications to staff or customers, text messaging is the way to cut through with 98% open rates.

Text messaging with Spark eTXT is an essential element to your business continuity plans and your communications can be sent without the reliance on your corporate network in the event of a network outage.

During an emergency it's particularly important to make sure you have an effective communications plan in place. Using the Spark eTXT to send staff and customers text notifications is easy and simple to use. Each eTXT customer is offered dedicated training through our on-boarding and training process, to make sure you get the most from the service.

If you would like to discuss your communication plans or refreshing your existing plans, please get in touch with your Spark Customer Lead.

1

Dedicated accounts.

Create dedicated communications accounts for emergency communications and keep separate from day-to-day comms.

2

Choose admins carefully.

Focus on geographic and personnel backup. Keep admins trained and with ready access to support material.

3

Maintain specific contact lists.

Depending on the emergency, you may need to split your send groups across regions, units or send to the entire distribution list.

4

Keep your staff informed.

Send regular messages such as updates to health and safety, executive messages, office closures, etc. Sending regular messages (at least every six months) locks in your 'familiar number' meaning your staff always receive their messages on the same trusted number.

5

Plan your communications.

Use our simple checklist to make sure your messages cut through.

- Send the first SMS with an introduction to the channel. Establish trust and ask your staff to save the number
- Remember you can encourage a reply with two way messaging
- Consider another communication channel that SMS can connect to, such as your website with a short trackable link
- Compliment your urgent communications with more specific details by inserting a link or file to more detailed information