

CRISIS MANAGEMENT

TAKING CONTROL OF THE SITUATION

A crisis is a situation that typically involves a lot of emotions and speculation. Keeping your customers informed about what is going on, what you and others are doing and instructing your customers on how they should act, is the first step in taking control of the situation.

By pushing out vital information through a number of channels, where SMS is the most reliable, you will increase the chances that you reach your customers with relevant information.

It is also important to be able to receive and manage incoming messages in a good way, to stay in control, calm people down and avoid speculation.

Nexer has developed a solution, Unified Communication, which can streamline your dialogue with different target groups in, for example, crisis situations.

The service enables both communication with individuals and groups, in multiple channels. The recipients can open a message in SMS, email, Facebook Messenger, WhatsApp, etc, and reply in the channel they prefer. Messages sent out, and the answers to these are all handled in the same interface, and you can see which recipients have received what information.

If you handle incoming messages based on which information people have previously received, you show your digital presence to your target audience and provide the most efficient service possible.

Benefits of Unified Communication

- Communicate directly with each customer or group
- Manage messages sent out, and questions and answers coming in, in the same interface.
- Instant feedback of who has received the information and who has not
- Multichannel messaging for best possible reach
- Predefined templates for given situations

Why crisis management is important to your business

On a strategic level, it allows you to manage your customers' best interest in the long term and limits the possible negative feedback that could arise from a crisis situation. On a tactical level, you take control of the situation through a well defined process and a set of actions to perform in a crisis. On the

operational level you limit damage and remove as many of the critical factors of the crisis as possible from your customers.

Unified Communication was built in direct connection with the tsunami in Thailand in 2004. It has since been effectively used in, among other situations; the crisis in connection with the volcanic eruption on Iceland in 2010, the tsunami in Southeast Asia 2012, the military coup attempt in Turkey 2016, the forest fires on Grand Canaria 2019, the sandstorm on Tenerife in 2020, as well as during the outbreak of Covid-19.



Unified Communication is a platform for omnichannel communication, that gathers all communication between your company and your customers in one place. Messages can be created automatically or manually in different systems, but all outgoing and incoming customer dialogue is gathered in one place. This gives customer service, field agents and everyone else with access, a good overview of all customer communication. Visit us at nexergroup.com/services/unified-commerce/ and contact us there. Let's get in touch!