Everbridge C.A.R.E.S. Best Practice Program

everbridge

CONSIDER THE DEVICE

| Q. | Have you selected multiple delivery modes? | ▶ | Consider the device when creating messages. | Q. | Does the message length and format match the device? | ▶ | Recorded voice for phone and less than 120 characters for SMS |
| Q. | Have you prioritized delivery modes based on the situation? | ▶ | Voice networks are often overwhelmed and less reliable during a crisis. | Q. | Are you ready to receive inbound calls on the line used for the caller ID? | ▶ | Ensure PBX can handle call back volume and additional info available by recording. |

ACTIONABLE AND CLEAR

| Q. | Does the body of your message follow the 3-3-30 rule? | ▶ | No more than 3 points in 3 short sentences with 30 words or less. | Q. | Is the message drafted with the recipient in mind? | ▶ | Ensure tone of message accounts for the risk of over-reaction or lack of urgency. |
| Q. | Will it be clear to recipients what action to take? | ▶ | Define and communicate desired action. | Q. | Are you leveraging Text-to-Speech (TTS) conversion? | ▶ | Ensure the TTS conversion results in a clear message by testing it first. |

REACH CONTACTS FASTER

| Q. | Have you selected at least one text path before voice? | ▶ | SMS is delivered faster and can be easier to confirm. | Q. | Have you selected layers and groups to avoid duplicating contacts? | ▶ | Processing duplicates contacts slows broadcast initiation. |
| Q. | Is a recorded message used for voice versus Text to Speech (TTS)? | ▶ | TTS processing lengthens broadcast duration. | Q. | Does the broadcast have more than 150,000 recipients? | ▶ | Send multiple smaller broadcast to improve speed of delivery. |

ENSURE DELIVERY

| Q. | Does your broadcast request confirmation? | ▶ | Requesting confirmation improves results and fewer cycles. | Q. | Have your intervals been set based on urgency? | ▶ | Delivery path intervals vary from 30 sec to 2 min depending on urgency. |
| Q. | How will non-confirmed recipients be handled? | ▶ | Target non-confirmed with Follow-Up notifications versus multiple cycles. | Q. | Is the broadcast duration long enough? | ▶ | Ensure duration is set long enough to deliver all paths and cycles. |

SET EXPECTATIONS

| Q. | Is the Caller/Sender ID recognizable? | ▶ | Recipients recognize importance of incoming message by the ID. | Q. | Have you promoted user path preferences? | ▶ | Collect user preferred path preferences through portals. |
| Q. | Is the sender/voice one of authority? | ▶ | Voice tone and title of message sender validates importance. | Q. | Are the senders, greetings, and IDs appropriate for the situation? | ▶ | Authoritative during crisis. Calm and pleasant during nonemergencies. |