

# Case Study:

## How OnPage Helps Helicopter Services Co. Improve Incident Response by 90%



## OnPage improves incident response by 90%

Since its inception in 1947, the helicopter services firm has provided transportation to offshore oil platforms, civilian search and rescue assistance, and aircraft maintenance. The activities they perform can result in dangerous outcomes including, mechanical failures, serious injuries, and aerial crashes. Timely communication ensures that all stakeholders are well-informed of an ongoing event, resulting in faster incident response and resolution. At its core, having the appropriate communication tools and processes in place for urgent situations is key.



**Improve incident response  
by 90%**



**Cut costs associated with  
missed SLAs**



**Ensure stakeholders'  
situational awareness**

### Challenges

The organization was relying on manual processes to communicate with its stakeholders, resulting in significant delays.

The organization used to call each representative individually, informing them about time-sensitive issues, while adding them to a conference call to discuss resolution plans.

This process resulted in wasted time, and in dire situations, injured persons were left without medical care for prolonged periods, worsening the injury or in some cases resulting in casualties.

It was clear that they required an advanced solution for their critical communications, so they switched to OnPage.

## Solution

With OnPage BlastIT, the helicopter services company streamlines crisis communications and ensures time-sensitive issues are quickly resolved.

### Their new workflow with OnPage

- In the case of an incident, the company makes use of BlastIT's recipient lists, allowing it to mass notify specific individuals or departments quickly.
- After recipient selection, the company sends BlastIT messages through several channels including email, SMS, and phone calls to ensure all stakeholders are immediately aware of time-sensitive situations and responders are always mobilized.
- All BlastIT notifications are equipped with acknowledgment information that indicates when a stakeholder receives and acknowledges the message.
- Additionally, the firm creates and edits message templates via the BlastIT console, allowing it to expedite the crisis notification process when an urgent, time-sensitive incident takes place.

## Results



Send immediate, simultaneous alerts to the right stakeholders through multiple delivery channels.



Improve incident response by 90%, its response time to SLAs has gone from 45 minutes to 5 minutes.



Ensure SLAs are met, ensuring maximum client satisfaction.



Expedite the mass notification process by employing a centralized, quick solution.

## About OnPage

OnPage's award-winning incident alert management system for IT, MSP and healthcare professionals provides the industry's only ALERT-UNTIL-READ notification capabilities, ensuring that critical messages are never missed. OnPage enables organizations to get the most out of their digital investments, so that sensors, monitoring systems, and people have a reliable way to escalate urgent communications to the right person immediately.

OnPage's escalation, redundancy, and scheduling features make the system infinitely more reliable and secure than emails, text messages and phone calls. OnPage shrinks resolution time by automating the notification process, reducing human errors and prioritizing critical messages to ensure fast response times.

Whether to minimize IT infrastructure downtime, or to reduce the response time of healthcare providers in life-and-death situations, organizations trust OnPage for all their secure, HIPAA-compliant, critical notification needs.

## Contact Us

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