



## Helicopter Services Company Adopts BlastIT

Helicopter Company Improves Incident Response by 90 Percent

## Large helicopter services firm improves incident response by 90 percent with OnPage's BlastIT mass notification system.

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 organization is based out of Richmond, British Columbia, Canada, and currently operates more than 250 aircrafts in 30 countries around the globe. Its major clients consist of gas corporations and the Irish Coast Guard.

Helicopter services 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 fast incident response and resolution. At its core, it is key for the helicopter company to have the appropriate communication tools and processes in place in time for urgent situations.

This case study discusses the helicopter firm's past communication challenges, and how it improved its incident response performance by 90 percent with BlastIT mass notifications.

## Trying to Keep Communications Airborne: Previous Communication Challenges

Prior to adopting OnPage BlastIT, the organization relied on manual processes to communicate with stakeholders, consisting of business clients, team members, incident responders, engineers and more.

The organization used to call each representative individually, informing them about the time-sensitive situation, while adding them to a conference call to discuss the situation in hand. This process wasted precious time, preventing stakeholders from addressing the situation promptly.



In the case of an accident, injured persons did not receive timely treatment following a major incident. During these dire situations, time would make the difference between life and death for impacted field workers or client members.

Additionally, the old process drove up costs for the helicopter company. For instance, the organization has a duty to meet its service-

level agreements (SLAs), contractually established by the company and its clients. Simply put, an SLA defines the quality of service expected by the client.

Often, clients expect quick incident response and management from the helicopter company. Unfortunately, the old communication process (i.e., manually dialing representatives) wasted time, preventing the organization from meeting these client SLAs. The firm's inability to meet its SLAs resulted in hefty costs, tarnishing its business-client relationships in the process.

It was clear that the organization required an advanced communication solution, offering mass messaging and alerting. This way, all stakeholders could be simultaneously alerted without delay or unnecessary lag time.

### OnPage to the Rescue: Adopting the BlastIT Mass Notification System

OnPage BlastIT is a robust mass notification system, helping the helicopter services company streamline crisis communications with its stakeholders.

The company makes use of BlastIT's recipient lists, allowing it to mass notify specific individuals or departments quickly. It is a pick and choose process, allowing for the selection of uploaded message recipients.

After recipient selection, the company sends BlastIT messages through several delivery channels including email, SMS and phone call.

The BlastIT system will even leave a voicemail if the selected recipient does not pick up the phone in time.

All BlastIT notifications are equipped with acknowledgement information. The information indicates whether a stakeholder receives and acknowledges the message's contents. Acknowledgements for selected avenues (i.e., email, SMS and/or voice) are populated under BlastIT's "Message Status" information. This way, the company can rest assured that recipients receive the critical message in time.

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. BlastIT also allows the organization to use free text to compose an urgent message.



BlastIT does not require the company and its stakeholders to have additional hardware or software other than a phone. The system is easy to set up and use, allowing the company to get started without complications or confusion. Essentially, BlastIT allows the firm

to save precious time during critical situations.



### Ideal Outcomes: How BlastIT Solved Communication Obstacles

The BlastIT system is built around quick incident communications and timely event response, ensuring that the helicopter company always meets client SLAs.

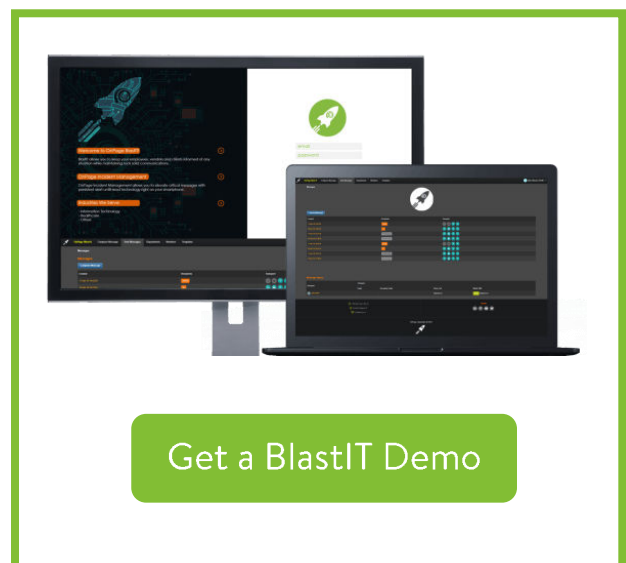
The organization improved its incident response by 90 percent with BlastIT mass notifications. Its response time to SLAs has gone from 45 minutes to just five minutes!

BlastIT has proven to be a key contributor to the organization's recent success and communication efficiency. As discussed in this study, BlastIT enables the organization to:

- Benefit from a centralized, quick solution to reach the correct people in critical times

- Send immediate, simultaneous alerts to the right stakeholders through several delivery channels
- Enhance recipient transparency through message acknowledgements and audit trails
- Eliminate costs associated with missed SLAs
- Meet SLAs to achieve maximum client satisfaction
- Expedite the mass communication process through editable templates
- Easily select the uploaded contacts (e.g., groups and individuals) to mass notify during the crisis

Adopting the BlastIT solution equates to enhanced communications and response times during critical situations. BlastIT eliminates all communication obstacles, meeting the requirements of today's diligent organizations in the process.



## 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 notifications 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.

For more information:

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