

CASE STUDY: Atlanta Braves



How The Atlanta Braves use Send Word Now to Keep Things Running Smoothly at Turner Field

The Atlanta Braves, a member of the Eastern Division of Major League Baseball's National League, have played in Turner Field since 1997. Since its opening, Turner Field has been an Atlanta landmark and the benchmark for future baseball park design. The "Home of the Braves," which can seat almost 50,000 fans, combines the nostalgia and the atmosphere of old-time baseball with a state-of-the-art environment unlike any other park.

Turner Field is unrivaled in its blend of technology and entertainment. At all times, fans are entertained and informed of Turner Field activities through superior sound systems, the BravesVision video board in center field, the PlazaVision board in the Fan Plaza, and over 500 television monitors situated throughout Turner Field. In order to keep fans happy and games running smoothly, the Braves rely on the Stadium Operations and Security team, which is responsible for security, police, fire safety, ticket takers, parking, switchboard, and first aid. And when the Operations and Security team needs to communicate during time-sensitive situations, it uses Send Word Now's on-demand notification and response system.

Stadium Security

As the Senior Director of Stadium Operations and Security, Larry Bowman is responsible for communicating with his staff members and with local, state, and federal government agencies any time that there is a safety issue at Turner Field. He uses Send Word Now to relay various types of critical messages, including ones regarding traffic delays, closures, and security threats. He also uses the messaging platform to communicate with team organizers while the Braves are on the road.

"If we have a verified suspicious package, a weather-related event, such as a rain delay or snowstorm (during the off season) that would cancel or postpone a game or business operation, a major fire or life safety issue, or anything that is a threat to life or property at the stadium, we use Send Word Now," explains Bowman, adding, "Our stadium is not too far from the state capital building, so we also used the platform to send out notices during recent protests that took place there."

Notification Made Easy

When Bowman dispatches Send Word Now alerts, they go to managers, directors, and company executives, as well as external partners within the Atlanta police, fire, and mass transit departments.

He uses the messages to explain to recipients what the issue is, what particular action is being taken to resolve it, and what information they might need to advise fans and other stakeholders.

Once alerts are sent out, Bowman uses Send Word Now's Get Word Back feature to receive instant feedback from his team members, who are organized into 15 groups based on their role and location. "Being able to inform people so quickly of what's going on really makes it easier to navigate any type of situation, and it helps me keep the games running smoothly" he says.

Immediate Communication

Bowman notes that the speed at which Send Word Now alerts are distributed is the platform's biggest advantage. "In terms of an overall crisis management plan, it adds a very critical dimension: a way to notify people immediately."

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-Larry Bowman
*Senior Director of Stadium Operations and Security
Atlanta Braves*

"When you're facing an emergency, time is one of the most fleeting resources that you have," he continues. "If you have a quick way to reach people, you can get them informed, involved, and directed as need be, without wasting time."



Bowman relates that he can even use the platform to congratulate his team members on a job well done after a particularly hectic day at the ballpark. “Because of its immediacy, Send Word Now is a great way to let people know during the heat of an event that their efforts are appreciated,” he explains.

Why Send Word Now

Before they switched to Send Word Now, the Atlanta Braves relied on a manual call tree and a complicated system of individual emails to reach out to staff members during crises. Now, security staff members at the stadium have grown to depend on the software for its robust and powerful alerting capabilities.

“When we tested Send Word Now, the immediacy of the alerts was the most significant determining factor in our decision to choose it as a vendor,” says Bowman. “It is very simple, straight-forward, very user-friendly, and very easy to set up.”

“On the operational side, the messages go out very quickly, and we are able to easily track what has been sent and received,” he adds. “During time-sensitive situations, we don’t have to devote our time to figuring out how to use the tool. We can focus on the content of our messages instead.”

The Send Word Now Advantage

By tailoring its services to the needs of its customers, Send Word Now consistently provides innovative notification solutions that outmatch its competitor’s offerings. Through its BlackBerry and iPhone integrations, conference bridge functionality, and unique features such as multi-lingual alerts, customers can take advantage of Send Word Now’s customizable platform to maximize their communication efforts. And on top of its robust software features, Send Word Now offers best-in-class customer support services that just can’t be beat.

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now’s Alert Tracer[®] provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.