

CASE STUDY: ChicagoFIRST

ChicagoFIRST

Nationally Connected. Regionally Focused.
Uniquely Resilient.

How ChicagoFIRST Uses Send Word Now to Communicate With Its Members during Major Events or Emergencies

ChicagoFIRST is a non-profit association of critical private firms in the Chicago area that collaborate with one another and with government at all levels to promote the resilience of its members and the Chicago business community (www.chicagofirst.org).

The organization functions as both insurance in the event of a crisis and as an investment in collaborating with one another and with the public sector at all levels. By building relationships and partnerships with local, state, and federal agencies, ChicagoFIRST helps the city's major private institutions to prepare for disasters. As one of the few private sector entities to have a seat in Chicago's Emergency Operations Center (EOC), the association provides a voice for members during citywide emergencies.

When Communication Is Most Critical

When an emergency strikes, ChicagoFIRST acts as a direct information conduit between public safety agencies and its members, delivering information about the event itself as well as the public sector's response activities. The organization must be able to contact its members instantly, as the information will affect how member firms respond to and recovery from an event.

In order to send critical messages directly to members via phone, cell, pager, and e-mail, the organization depends on Send Word Now's automated notification system to get the job done.

"When we encounter an emergency," explains Brian Tishuk, Executive Director of ChicagoFIRST, "we act as a virtual emergency operations center for our members. When we need to send out

critical messages over multiple modalities in a time-sensitive matter, we use Send Word Now."

"The messages and our use of this system are not always determined by the type of emergency," he adds, "but rather by the urgency with which we need information pushed, and the speed with which we need to exchange information with public safety organizations." ChicagoFIRST also

uses Send Word Now's push conference call feature to connect key decision makers on the fly, saving its members valuable time when it counts the most.

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-Brian Tishuk
Executive Director of
ChicagoFIRST

The Send Word Now Advantage

"Send Word Now stood out to us for its ease of use," says Sara Alexander, Deputy Director of ChicagoFIRST. "If you are nowhere near the computer, you can activate the system very simply over the phone.



We looked at other systems that were not user-friendly, and Send Word Now was by far the most straightforward, which is critical during an emergency.”

“Additionally, Send Word Now’s reporting features give us the ability to gauge who is getting our messages and who is reading them,” she adds. “This is incredibly useful both during and after a crisis occurs. The system will undoubtedly save us time during emergencies, and that is invaluable.”

Why Send Word Now

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 integration, Conference Bridge functionality, and unique features such as Get Word Back, 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.