AlertFind

Case Study

NORTH ATLANTIC SNOW CUTS DISPATCH TIME FROM 5 HOURS TO 5 MINUTES

Company
North Atlantic Snow

Industry
Service

IgniteTech Product
AlertFind

Customer Website
www.northatlanticsnow.com

When you're dealing with major snowstorms every week all winter long, you need to be able to reach all your employees — day or night. For North Atlantic Snow, based in Epping, NH, their snow and ice management business relies on being able to roll out employees quickly to deal with massive amounts of snow.

The company used to rely on a dispatcher calling or texting each of its 100 employees, said Chris Kiper, dispatch and staffing manager for the company. This manual process took five to six hours to line up employees for every storm.

THE PROBLEM
When the company added an additional 50 employees, Kiper knew he had to find a better way to manage their staffing. Spending hours manually texting 150 employees wasn't reasonable.

Preparing for a snowstorm requires a complicated set of tasks to make a storm plan — from storm tracking and making predictions to planning exactly where to deploy employees over a 40-mile radius. Adding in five to six hours of manual work wasn't the best use of the team's time.

Kiper searched online for a mass texting system but primarily found marketing software that didn't offer the two-way communication and response tracking he needed.

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THE SOLUTION

IgniteTech's AlertFind and a few other options came up in search results when he looked for emergency notification systems, but once he saw AlertFind's easy-to-use features in a demo, he knew it was the right software for North Atlantic Snow.

"Watching the AlertFind video was very effective. We showed it to a couple decision-makers and the software was exactly what we needed," Kiper said.

HOW NORTH ATLANTIC SNOW USES ALERTFIND

With 150 employees ranging in age from 18 to 70, North Atlantic Snow needed a notification system that was easy to use and simple for employees to learn.

With a major snowstorm coming three weeks earlier than normal, Kiper said they were rushing to implement the system before it hit. Not quite finished setting up their internal groups, the North Atlantic team did a quick test of a dozen people and then decided to roll it out.

"We needed something that is 100% reliable and always had to work. Before the first storm, we did a test and then sent out notifications to all the employees. Once we saw the reliability and stability of the system, it gave us a huge amount of confidence. We don't ever wonder if a text or call went through," Kiper said.

He quickly saw the responses come in and saw who didn't respond to the first alert. This list of non-responders made it easy to resend another alert out. Even with the employees using the technology for the first time, Kiper saw a 70% response rate — a significant improvement over their manual system.

A few months into using AlertFind, North Atlantic Snow now regularly get response rates from 90% to 100%, depending on the group.

BY THE NUMBERS
North Atlantic Snow

Employees Needed to Notify
150 employees

Time Spent Notifying Employees Manually
5 hours

Time Spent Notifying Employees Through Alertfind
5 minutes

Number of Alerts Sent Weekly
8-12 alerts

Key Improvement
Went from 70% to 90% response rate on all alerts within 2 months

MOST IMPORTANT FEATURES

As Kiper used AlertFind, he found that the ability to create different groups transformed his staffing process.

"Every storm has a different set of criteria," he said. "Sometimes we want to message by position, start time, geography or management sector. AlertFind lets us segment our employees and be flexible in who we notify."

Kiper worked closely with Madalin, his customer success manager, to learn more about each feature and implement them. "Madalin was great," Kiper said. "He set up exactly the functionality we needed and worked with us over the next two months to continue adapting it as new criteria came up."

Rolling AlertFind out to their team was also easy, Kiper said. Training takes about 5-10 minutes and is done as part of the new hire checklist. They do a test alert with the new employee and show them how the system works and how to respond.

"Training takes just a couple minutes and is 99% effective the first time," Kiper said.

KEY TAKEAWAYS

For Kiper, using AlertFind has helped transform their staffing process. It took a highly time-intensive manual process and allowed them to dramatically reduce the time they spent staffing for snowstorms.

"Using AlertFind to send out notifications gave us the peace of mind that everyone will be alerted with 100% reliability. We have the confidence in the system so we can move on to our next task, knowing that there's nothing else to be done there," he said.

"The time savings is huge for us, as well as the confidence and mental clarity it gives us to focus on our other tasks," Kiper said. "It was a really tedious task that AlertFind now makes very simple and easy for us."
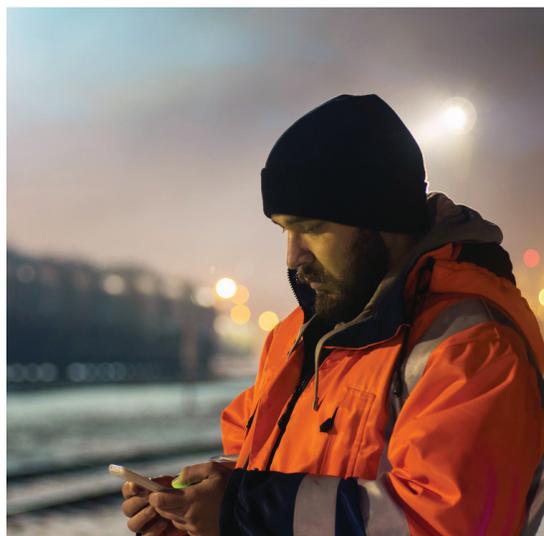
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