Elevating emergency communication in higher education with targeted alert systems

Case study

COMPANY BACKGROUND:
Southampton is ranked among the top 1% of global universities and a founder member of the prestigious Russell Group. Its world-class teaching and research activities are delivered across 5 faculties, each of which hosts several subject-specific schools and departments.

CHALLENGE:
University identified a massive gap in service provision and looked around for products that filled that need.

SOLUTION:
The University of Southampton implemented DeskAlerts, a tool that enabled the university to quickly send targeted messages to specific groups of users. This addressed the absence of a reliable method for rapidly disseminating important information, especially in emergency situations or for addressing issues affecting particular segments of the campus community.

“In order to make sure that users don’t get "message fatigue" we only use DeskAlerts for "emergency only" messages – in other words for short-notice core infrastructure failures, for targeted issues that affect specific groups of users or rooms, or for quick spreading malware attacks.”

Nick Williams

“We tend not to use it for "informational" messages simply so that users get used to the fact that if a DeskAlert appears they know it’s something important and directly relevant to them and they should read it. It’s certainly a very cost-effective solution.”

Nick Williams

KEY RESULTS:
- Rapid emergency alert distribution.
- Targeted messaging efficiency.
- Improved message relevance and impact.

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