

Elevating emergency communication in higher education with targeted alert systems

Case study



Company name:
University of Southampton

Region:
UK

Industry:
Education

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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