



# Text2Them for Public Safety

## *Alerts and Post Disaster Communication*

### Overview

When disaster strikes, due to high volume or damage, voice lines can become jammed or inoperable. During these times the need to get information to residents, regarding emergency services such as power restoration and other emergency services is critical. While many companies allow you to text alerts before the storm, Text2Them has created the only platform that allows residents receive those alerts and help after the storm, when texting may be their only form of reliable communication.

### Problem/Solution

#### Problem I: Text Broadcast Alert Registrations

On average only 10% of the residents sign up for broadcast alerts. This means 90% of residents will never receive the broadcast alerts.

**Solution: Text2Them Public Safety** allows residents to enroll in alerts by simply texting a keyword to a short code. The best time to get residents to enroll is when a disaster has happened. This allows residents to receive an auto reply with important information and web links. Each resident that does this is also automatically enrolled in an alerts database and will receive subsequent updates as well as new alerts.

#### Problem II: Post Disaster Communication

What happens after a disaster when phones are jammed?

Minutes after the 2011 eastern earthquake, phones were jammed, including 911. People stood outside of buildings staring at their phones. When disaster strikes, small or large, we know the phones lines around the towers will be overwhelmed. It has been over 10 years since 9/11, and we still have not found a post disaster communication system to solve this problem.

**Solution: Text2Them NG Government** provides a method of communication that allows residents to access emergency services, even when phones are jammed, and they can communicate with all government agencies. This provides more access to government services which frees up PSAPs for emergency services. With Text2Them several factors allow operators to manage high volume:

- Auto Reply - Most questions can be answered by auto reply linking to a webpage with the requested information.
- Short to the Point - Conversations are short and to the point requiring less time to conclude
- Multiple Conversations – Operators can handle as many as ten text conversations instead of one voice conversation.

### Key Benefits

- ✚ Communicate when voice lines are jammed
- ✚ Improve ability to reach employees in the field
- ✚ Manage call center during peak disaster periods
- ✚ Reduce call center cost by up to 83%
- ✚ Text pictures/videos

### Applications

- ✚ Text Directory of emergency services
- ✚ Text employee communication
- ✚ Text broadcast alerts
- ✚ Text post disaster communication

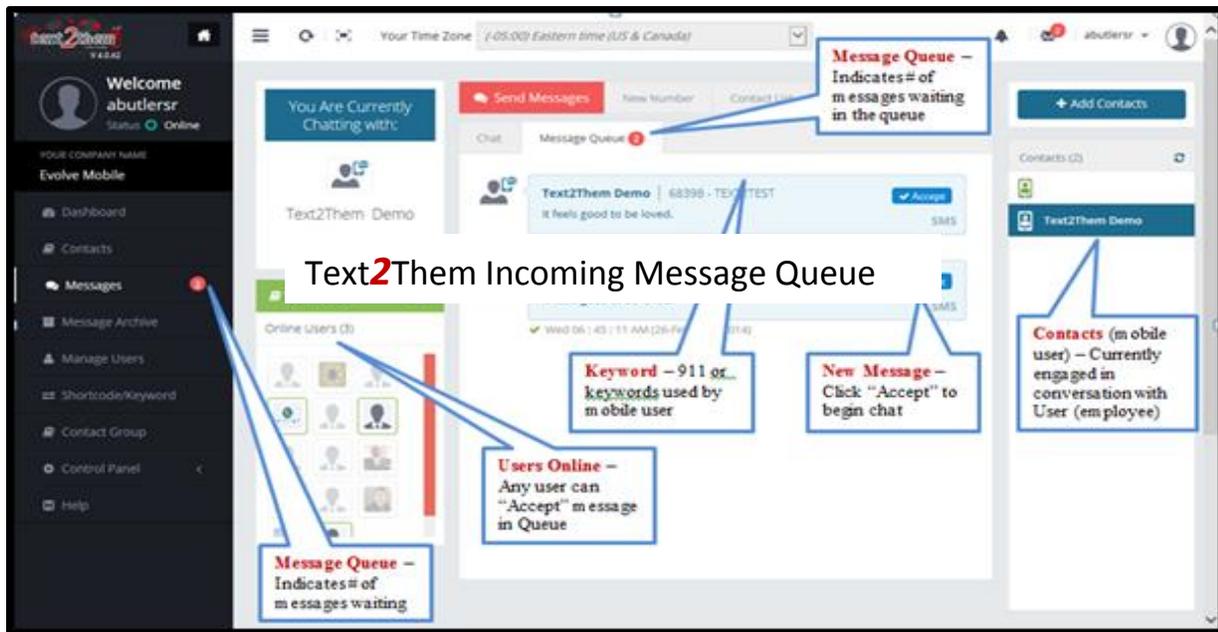
### Text2Them, Inc.

Phone 301-262-7574 Text 240-620-5232

Email: [Contactus@text2them.com](mailto:Contactus@text2them.com)

Website: [www.text2them.com](http://www.text2them.com)

For more info text TEXT2THEM to 68398



## Menu Definitions/Features

**Messages** – Receive and send text messages to individuals or groups.

**Contacts** – Adding, deleting and editing your contacts (clients, employees, etc.)

**Import Contacts** – Upload contacts from Excel

**Message Archive** – Stored history of previous text message conversations

**Manage Users** – Create and Manage Users (employees in your network)

**Shortcode/Keyword** – Use our shortcode or bring your own.

**Contact Group** – Establish Groups such as “Clients”, “Employees”, etc. and place contacts within these groups

### Administrator Control Panel

- **Department** – Employee and user department classification
- **Campaign** – Establish and track promotional campaigns
- **IP Address** – Control user’s ability to log in via specific computers by assigning IP addresses
- **User Login Logs** – View employees/user login activity
- **Error Messages** – System error logs for admin review

## Text2Them System Info

**No Equipment** – Text2Them is web based and no need to purchase additional equipment or software

**Customer Support** – Customer support is available 24/7

### Security

- Secure Cloud Servers (www.rackspace.com)
- Outgoing SMS message encryption
- Admin controlled IP address access/restrictions.

Reply Msg: You are subscribed to ALERTS additional info can be found at [www.alerts.gov](http://www.alerts.gov) to speak to a live text operator replv w/ AlertsChat.

(Sample Directory)		
Department	Phone	Text <u>68398</u>
Alerts	202-123-1272	ALERTS
Operator	202-123-4567	4567
Accounting	202-123-4568	4568
Emergency Contact	202-123-4569	4569
Events	202-123-1270	1270
Training	202-123-1271	1271