



Web Sign-up Module for Opt-in Alerts



POWERFUL OPTION FOR NOTIFICATION USING GIS OR OPT-IN LISTS FOR REAL-TIME ALERTING TO EMPLOYEES, CUSTOMERS OR VENDORS

In today's world, companies are trying to reach out to all the various groups important to their business such as employees, customers and even vendors. More and more, people need emergency communication and urgent alerts sent different ways to any of the devices they have. These include cell phones, pagers, home phones, office lines and PDAs with the ability to support both text and voice for a complete solution. There are times you may also need to geographically target individuals in a specific area or be able to send a notification to just specialized groups. All these variables make the task of finding one, centralized notification solution for a company a real challenge.

The Web Sign-up Module in HipLink answers the challenge and gives an organization the capability to create multiple web pages that allow employees, customers or vendors to self-register and opt-in for alerts to their home phones, cell phone (text or voice), pagers and even unlisted numbers. Once registered, they maintain their information and keep it updated with no additional burden on the company for administration.

The module has options that can be defined to gather demographic or organization level data so a user can send messages to those who may need them first like senior managers or executives. Using the web page, an individual can also associate their

information to an address either where they work or their home or both for geographic targeting.

In addition to providing notification based on an emergency list or geographic data, a company can also create an unlimited number of topics to keep their stake holders informed with information such as announcements or urgent events that affect them. When registering on the website, an individual simply checks the box for the topics or lists that are important to them. Notifications can then be sent to the entire list or, using our map selection tool, only to those who live or work in a certain area.

Topics can be emergency notifications, special announcements, press releases, weather alerts, facility closures, key system problems, service interruptions, inventory alerts, etc. Anything that helps to keep your people more informed quickly.

HOW IT WORKS

Getting Started – Define and Set-up

First your organization uses our Web-based Administrative tool to define exactly what options you want to have on your Web sign-up site

- Choose device type voice, text or both
- Define how many devices you will allow each person to register
- Choose whether to activate the address option and check them against your GIS system to be sure they are valid
- Choose whether to send a confirmation email and the format
- Define any special topics or lists
- Decide if you want to gather demographic data in order to prioritize message delivery (Executive, VP, Manager, Director, etc.)

We give you the code to post on your site that shows all your preferences and is connected to HipLink. This page may be easily customized with logos and colors so it matches your existing site.

How to Register Interested Parties

- Interested parties go to the registration page on your site and create a user name and password for full self-management
- If enabled, each person will enter the address or facility they want alerts for
- The registrant then enters his or her contact information such as cell phone number and/or ID for text messages
- If defined, they select the demographic data that applies to them
- When all information is entered the individual can get a confirmation of successful registration
- This registration data will be sent to the HipLink server electronically and will automatically create an entry in the call list database

How to Send a Message

Sending a message to those who've registered on the Website is really easy

- An authorized user logs into HipLink from any Internet browser and selects either the "Web Sign-up Send" or the "ESRI GIS Send" Option
- If the sender is using the map feature, they first select the area that is affected and then click a box for all registered employees, customers or vendors or they select an individual topic
- The "Web Sign-up Send" Screen is used for sending alerts to everyone who signed up regardless of geography
- From either screen the Sender simply selects one or more topics, types a message and presses send
- Using text-to-speech technology, HipLink will translate the message to voice for any voice calls and send text messages to text only devices automatically
- The sender will be able to see real-time reports on the status of their call-out with full statistics

Easy to Maintain

HipLink makes it easy not only to set-up, but to maintain your Web Sign-up Module with advanced features.

- Manage general settings
- Enable/disable web sign-up recipients
- Add and delete Web sign-up topics
- Manage web sign-up recipients
- View statistics and detail reports
- Periodically send out an email notice to maintain and remove old data



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