Blackboard

The Connected Enterprise

Reduce Costs. Save Time. Maximize ROI.

Mass notification is not just emergency notification. Blackboard Connect allows you to send broad alerts and warnings as well as targeted messages containing recipient specific information. Only Blackboard Connect is built from the ground up to support both your business continuity demands while allowing you to replace outmoded and manual processes in every business department. Here are just some of the many applications you could put into place today.

EXECUTIVE & MANAGEMENT COMMUNICATIONS

Urgent Meetings

Email a last-minute invite, and people will miss the meeting. Multi-modal messaging via phone, email and SMS can deliver information or links to join a conference call directly to mobile phones ensuring every employee gets the message immediately.

All-Hands Alerts

Sometimes issues or events arise requiring all hands on deck. Get a message out quickly and broadly to thousands of devices.

Ring the Gong

One of your new sales reps just set a new quarterly record? Sales execs can notify the whole team and congratulate the employee.

Internal Communications

When you need to allay concerns or combat rumors, mass notification provides rapid outreach.

BUSINESS CONTINUITY

Crisis Communications

Historically emergency has been the primary reason for mass notification, and it remains a critical concern. Keep employees and guests safer and more informed with immediate alerts.

Disaster Recovery

Emergency communications often extend beyond the immediate period of danger. Use mass notification to call employees back to work, and communicate during restoration work.

Internal Escalation

Getting updated information to decision makers is critical to maintaining business operations. Empower your overnight staff to notify management with limited but effective system access rights.
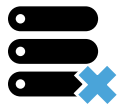
"All Clears"

Have your employees scattered during a building evacuation? Let them know it's OK to return to work.

INFORMATION TECHNOLOGY

Urgent Tickets

The CEO's computer just crashed along with the presentation he was about to deliver to the board. Escalate this ticket to IT team members by sending an alert directly to their CISCO phone display.

Server Outage

It's impossible to send an email warning employees of an outage when the server is down. Let them know you're fixing the problem with a text message.

Phone Issues

The network phone system is experiencing latency issues and failures. Make sure the employees use their mobile phones while the problem is addressed.

Scheduled Maintenance

When you know you need to take a critical system down for scheduled maintenance, inform employees with a recurring message long before it could impact their performance and output.

ACCOUNTS RECEIVABLE/PAYABLE

Payment Reminders

Whether sending paperless bills or providing an added service to customers, gently nudge those who are close to their past due date.

Cutoff Notices

Remove the emotional stakes and the slow, costly and manual process associated with sending final warnings and collections notices.

Vendor Notifications

Was there an issue preventing the sending of monthly checks to your vendors? Let them all know you have fixed the problem with one quick and easy message.

Renewals Management

It's the end of Q2 and most of your customer's annual contracts are coming up for renewal. A multi-modal message increases the client response rates for outreach.

CUSTOMER SERVICE & SUPPORT

Customer Engagement

Customer retention is critical to top line revenue. Make your customers feel like part of the family with product updates to company news.

Appointment Reminders

Save time and money by automating appointment reminders that empower recipients to confirm their appointment via phone, email and text messages.

Product Recalls

Product recalls can have a painful impact on a brand. Get in front of the news by informing customers before they hear about it in the media.

Satisfaction Surveys

Collecting customer feedback in a timely manner can be an expensive and arduous process. Use phone surveys and two-way messaging to query customers that recently purchased or used your services.

HUMAN RESOURCES

Create a Hotline

Combat harassment, overspending and fraud by offering a tipline that employees text into.

Field Employees

Email is not an effective communication tool to reach factory workers or field workforces. Send voice calls or text messages to their mobile phones with a call to action.

Benefits Information

HR professionals face an annual task of ensuring employees are aware of any changes and deadlines.

Shift Management

Hourly employees and shift workers have schedules that change every week. Manage overtime and employee availability with two-way text messaging

FACILITIES MANAGEMENT

Repair Requests

Empower each employee to report facilities issues from broken doors to flooded bathrooms via text message.

Security Breach

Facility security is a critical component to employee safety. Automate immediate notifications to security staff when an unauthorized entry occurs.

Building Closures

Let employees who work over the weekend know when that won't be an option.

Announcements

Just paint the office walls? Did the parking lot get paved over the weekend? Inform employees proactively, before they find out the hard way.

CONNECT YOUR COMPANY

Blackboard Connect delivers the ability to send fully customizable, multi-modal messages to everyone in your organization or targeted custom groups. You can send a message that contains any or all of the following components: voice, email, text message, pager, Facebook, Twitter, RSS, CAP and more. This flexibility, coupled with our unmatched capacity, helps you rest assured that your message will get to those who need it, when it is needed. The following feature summaries demonstrate other tools that will help make you a connected company.

Flexfield Messaging

Most mass notification tools are designed to communicate a message of broad application to a large population. Blackboard Connect comes with Flexfield Messaging, which enables users to send messages containing recipient-specific information. Create one mass notification that delivers content tailored to each recipient including first name, appointment dates, payment amounts and anything else you want each person to know.
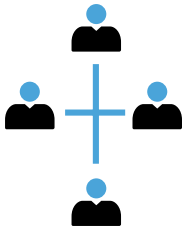
Organizational Hierarchy Manager

Your organization may have fewer than 100 employees or more than 10,000. In either case, Blackboard Connect's Organizational Hierarchy Manager allows you to compartmentalize data and user access based on "sites." Depending on your specific needs, sites could mean business departments, (e.g., Sales, Marketing and IT) or regions and offices (e.g., United Kingdom, Southwest region, or Nashville office). Coupled with unlimited custom groups, this feature allows for users at every level of your organization, maximizing effective access while minimizing risk. Some of our clients have more than 1,000 sites and you can have as many as you need, each with its own custom caller and email IDs.

GIS Targeting & Geofencing

Integrate mapping into your messaging strategy and target specific offices or individuals based on their geographic location. Blackboard MyConnect, our free recipient smartphone app, allows you to select recipients based on their real time location by drawing a geofence. This is as simple as drawing a map area to notify and we'll do the rest and send the message to those you choose inside of that region, including employees, customers or specific groups.

Ready to connect your company? Contact us at 800.424.9299 and visit **blackboard.com/connect**