

Automated Alert System Helps Save Lives in Emergencies

by Caroline Sapriel



Organizations in the public and private sectors can now benefit from an automated alert system to launch mass emergency notification for evacuation, rescue and volunteer call-outs purposes swiftly and effectively.

TeleAlert, the French alert system, is being implemented across the public and private sectors to help respond to emergencies such as flood, industrial accidents, and other large-scale disasters. In such emergencies, the ability to contact large numbers of people quickly is critical to preventing injuries and fatalities and launching successful rescue operations.

In times of emergencies or crisis, the system allows for mass distribution of information via fixed and mobile phones, sms, e-mail and fax in the most secure and automated fashion.

The system can distribute a large number of calls in a very short time in two ways: static, by using a pre-designated selection of people (i.e., security personnel, crisis management teams, volunteer groups) and dynamic, by making a very precise selection using a digital map (see picture 1.)



TeleAlert is a user-friendly on-line tool that helps users to designate and notify community residents, employees and volunteer forces automatically with the click of a mouse, by voice or push button.

The city of Paris, other cities and towns in France and communes in Belgium, as well multinational corporations are now subscribing to the on-line tool.

One year ago, dozens of houses in Machelen, near the International Airport of Zaventem, Brussels, were unexpectedly heavily flooded. This event, which happened during the night, is

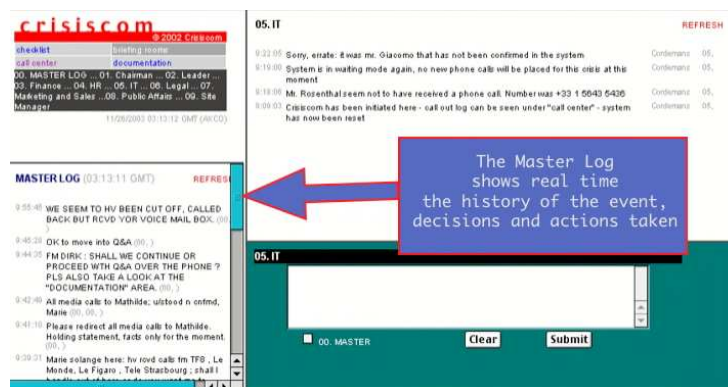
the direct reason for the implementation of TeleAlert, by the town of Machelen.

“We collected telephone numbers and GSM numbers of our citizens. When we need to use the system, we simply make a precise individual selection or we select a predefined group of people. In case of crisis, the system then calls all the selected citizens at once or sends an SMS message to their GSM’s. The big advantage of using this system is, that it is “personal/individual” and more importantly: very fast”, says the Major of Machelen.

CS&A, is helping clients implement the system, which offers an extensive and flexible solution to launch wide alert notification to staff, communities and volunteers, among other groups, in the event of an emergency or crisis.

TeleAlert can be integrated with Crisiscom©, CS&A’s existing virtual crisis management environment, to provide organizations with one secure and resilient on-line system that facilitates crisis response.

“Crisiscom© is the ultimate tool for organizations to manage crises across borders, continents and time zones in a secure real-time environment”, says Dirk Lenaerts, Crisiscom©’s developer. “With its user-friendly and comprehensive features, the system allows crisis management teams to break-down the communication bottlenecks so typical of crises and be on top of the situation faster”, he adds.



CS&A strives to provide new and practical solutions to crisis managers preoccupied with enhancing their organizations crisis management capability. For more details and demos on TeleAlert and/or Crisiscom©, please contact Dirk Lenaerts on dirk.lenaerts@csa-crisis.com.

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