

Successful Communication in Crisis Situations

The 7 most important differences between a tool for professional crisis management and a collaboration tool for daily business

Riding your bike on the highway? It's possible but not the best idea for your safety and won't help you reach your destination as quickly. The same is true for managing critical situations: Emergencies and crises teach us again and again that one thing is essential – communication.

Informing the relevant stakeholders, evacuation from a building to calling the crisis management team and keeping employees in their home office up to date, these are just a few examples. The fact that this communication has special requirements is obvious because emergencies and crises have their own rules.

Rules that often overwhelm common office communication tools and put the whole organisation in danger or exposing it to unnecessary risk. Therefore, a reliable communication tool is so important in a crisis.

In the following table we have summarized what you need to pay attention to in the context of communication in a crisis to reach your goal quickly, safely and above all reach everyone you need to.

Requirements for Communication in Crisis Situations	F24 Specialized solutions for crisis management and emergency notification.	Standard Enterprise Messenger / Instant Messenger Collaboration in daily business.
Accessibility & Efficiency		
 <p>Automated multi-channel communication – for fast, reliable, and targeted contact with the option of redundancy</p>	 <p>Automated via e-mail, SMS, phone call, push – even in parallel and several thousand in a few minutes.</p>	 <p>Only one way via Internet and everything needs to be done manually, which takes significant resources.</p>
 <p>Usage Independent of App/software installation – to ease usage and access if own IT is not available</p>	 <p>Recipients don't need any software nor internet connection necessarily Crisis staff does not need any installation or company hardware to work with the tool.</p>	 <p>Most tools require to install an App or Software locally for recipients as well as senders of any information.</p>
 <p>Automated feedback evaluation – for an efficient information flow with several hundred or even thousands of people to enable informed decisions</p>	 <p>Real time tracking of alerting status and feedback (e.g. info received or available/ not available) independently of number.</p>	 <p>Individual feedback needs to be tracked and documented manually.</p>

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Safety & Reliability		
 <p>Contractually guaranteed availability through SLAs – for peace of mind as you know the tool is there if you need it</p>	 <p>The availability of services is guaranteed contractually at 99.99% for alerting and 99.50% for all other services.</p>	 <p>Most enterprise messengers offer SLAs but those are not guaranteed. This means you might pay less if they don't work but there is no commitment that they work at any time.</p>
 <p>High standards of data security and data protection to meet legal requirements (GDPR) and secure sensitive data adequately</p>	 <p>Development and operations according to ISO standards ISO22301 and 27001. All data stored in Germany/EU.</p>	 <p>Most solutions are end-to-end encrypted. Data storage and GDPR compliance depends on service.</p>
Collaboration & Crisis Management Functionalities		
 <p>Structured management of tasks for professional and easy coordination</p>	 <p>Possibility to predefine actions specifically for scenarios or depending on severity. Flexibility to manage ad hoc tasks in real time.</p>	 <p>Partly offered but not integrated into messenger directly, only with separate app which increases the complexity.</p>
 <p>Digital collaboration in real time with automated documentation for authorities, insurances, and your own evaluation</p>	 <p>Work on status reports, start spontaneous conference calls – everything is documented, completely automated, audit-proof, and exportable via PDF/Excel.</p>	 <p>Most tools offer collaboration on documents and files in real time, but the documentation can only be done manually and thereby is not audit-proof.</p>