How Elsevier Delivers Reliable Safety Communication Globally with CrisisGo's Alerts and Check-ins

The Challenge

Trusted for over 140 years, Elsevier is a Netherlands-based publishing and data analytics company facilitating insights and critical decision-making for customers across the global research and health ecosystems. Elsevier is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

Elsevier had been relying on an internally developed app that served as the communication system for incident response. RELX Project Manager, Harriet Carter, explained that they did not have a regular dedicated team to update and maintain employee contact information in the system. It became clear that they needed a reliable and comprehensive solution to meet their safety needs. Carter states, "It was too much of a risk if there was a serious incident. It leaves us quite exposed if there is an issue with the application." The financial cost and commitment of re-engineering the existing application to meet ongoing requirements were far more significant than expected.

ELSEVIER

Customer Profile

Elsevier is a leader in information and analytics for customers across the global research and health ecosystems. Its mission is to help researchers and healthcare professionals advance science and improve health outcomes for the benefit of society by facilitating insights and critical decision-making for customers.

Industry: Academic Publishing
Region: Netherlands-based
Total Buildings: 42
Total Employees: 8,500
Customer Since: 2021

The Challenge (cont.)

Furthermore, business continuity and technical resilience planning had become part of everyday business. In addition to building operational competence and capability, Elsevier needed to respond to business disruptions promptly, efficiently, and effectively by minimizing the adverse effects of disruptions and by maintaining the trust and confidence of their customers.

The Solution

To improve its emergency communication and response capabilities, Elsevier implemented the CrisisGo Safe platform in January of 2021. "Essentially, it's for the management of incident scenarios," explains Carter. Citing incidents like a typhoon in Manilla, a significant power outage in India, and a shooting incident in Vienna, she states, "All of those scenarios have occurred since I've been working on the project; it would have been really useful for our users to have the [CrisisGo] app."

With CrisisGo Safe, Elsevier strengthened its internal communications capabilities. In response to events such as fires, local natural disasters, civil unrest, active shooters, etc., this software pushes out messages from incident management teams based on location. It utilizes check-in buttons to account for the safety of all staff in real-time and to assess who needs assistance, whether the employees are using the CrisisGo app or not.

Carter states that with the large size and geographic spread of their organization, it is critical to keep their people connected. She says, "We have a very large global presence in a lot of countries that are susceptible to environmental challenges, so having a tool that can both be installed on personal devices, as well as all of our corporate devices, means that it

will be just a little more accessible to some users."

Capable through the CrisisGo app and single sign-on, CrisisGo offers Elsevier the ability to communicate with employees without collecting phone numbers, e-mails, or contact information. Elsevier deployed the CrisisGo app with a seamless deployment process, accomplishing local and global objectives and enhancing their robust & mature program with a powerful product delivering an integrated response.

With CrisisGo, Elsevier gained the holistic approach to business continuity and incident management that they needed. Elsevier's Senior Director Business Resilience, Zohar Zacks says, "We now have a product matching our level of maturity that's taking us to the next level."

Since the beginning, the support we have received from CrisisGo's team has been unbelievable. Everything we've asked for is addressed immediately. They respond any time of the day to any questions, requests, or admin issues we may have. CrisisGo has been absolutely amazing. It can't get better.

Zohar Zacks
Senior Director Business Resilience
Elsevier

The Results

Elsevier needed a communication platform that could make it easy for employees to stay connected to critical information, even when traveling to different job locations. CrisisGo developed the "My Locations" feature to allow for better traveling and to keep remote employees connected. The check-in capabilities also ensure the safety of the employees.

Another advantage is that the organization can use CrisisGo to connect employees spread across different regions of the globe while still respecting employees' privacy. Carter informed that the company has a presence in countries with strict data privacy regulations, allowing them to use the application within those guidelines. It's also convenient that the platform has built-in resiliency and language capabilities to support Elsevier's global business endeavors.

Carter indicated that CrisisGo could significantly improve the management of user safety during an event. She adds, "In using the CrisisGo application, we are confident that we will be able to quickly take advantage of any new features and developments in disaster recovery and incident management." According to Carter, Elsevier runs frequent continuity tests for incident management. The CrisisGo application is a critical component of these tests.
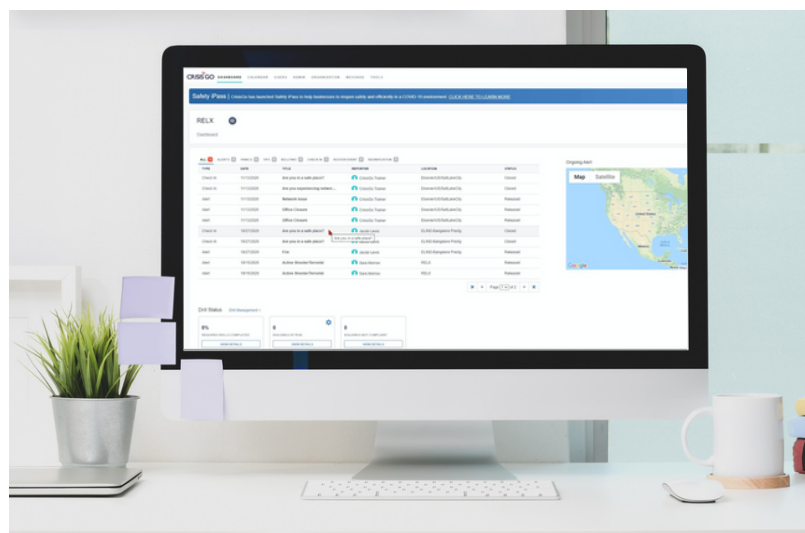
Carter also complimented the CrisisGo team for responsiveness: "One of the things that are always high on the priority for Elsevier is the communication materials and content. It's been good to work with [CrisisGo] and to take [CrisisGo] through some of the processes we use, and [CrisisGo] has been able to supply exactly what we've been asking."
She said that Elsevier appreciates working with a such responsive organization that resolves any issues, however small. Specifically, regarding training and communications, Elsevier users are transitioned to the new application with minimum disruption and effort.

CrisisGo is Elsevier's communication platform of choice for major incidents and has been used to ensure all staff have been safe throughout the pandemic and natural disasters. According to Carter, they plan to continue expanding beyond Elsevier, rolling out CrisisGo to the entire RELX organization of approximately 30,000 users. She added, "The scope is every single RELX user."