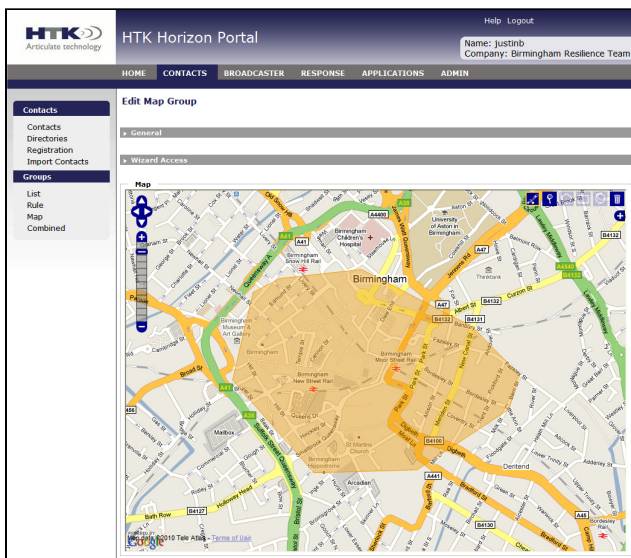




Birmingham Resilience Team needed a tool to communicate effectively and dynamically with City Council staff and local communities.

Birmingham Resilience Team has always had a system in place for messaging to contacts within Birmingham City Council, but needed something that could manage these better and that could be expanded into community based messaging.

The team had a clear vision of what was required. They wanted a tool that could more intelligently manage their database of contacts. They wanted to be able to group them in different ways, doing things dynamically and working with maps and locations to provide geographically targeted messages.



One of the main reasons Birmingham Resilience Team chose to work with HTK was the way in which the HTK Horizon Software-as-a-Service hosted platform enables the team to manage their data and use it intelligently, to get messages across very quickly and efficiently. Using Horizon's GIS mapping and dynamic group management capabilities, the Resilience Team's database of contacts can be automatically segmented to target messages based on each individual contact's preferences and location.

The main users of the HTK Horizon system are Birmingham Resilience Team's 24 hour duty officers. When they're informed of an incident and there is a requirement to inform City Council staff or send messages out to communities, they can log in to Horizon through a secure, password protected and encrypted web browser session.

No council IT infrastructure is required, and they can access Horizon from anywhere with Internet access. Horizon's quick and intuitive step-by-step process allows them to send a message very quickly by e-mail, SMS text, pager, fax and telephone, making sure that messages are targeted to particular groups and geographical areas so that the right people receive the message as quickly as possible.

Communities, residents and businesses can sign up to receive emergency alerts through a secure online web page and by SMS text message. To register for text alerts, they can simply send an SMS to 83118 with the word ALERT followed by a Birmingham postcode.



No manual steps are needed by Birmingham Resilience Team to add people to the database or to manage the groups and areas for which each new contact will receive messages. HTK Horizon's real-time data segmentation and GIS mapping features handle this automatically for each message.

Birmingham Resilience Team was particularly impressed with Horizon's GIS mapping capabilities for geographic warning and informing; something they didn't find when looking at other available systems. They have uploaded all of their flood warning areas, ward and constituency boundaries onto the system, plus maps of areas around major industrial sites. This allows them to send messages just to people who have registered a postcode in those particular areas, which they find extremely useful.

As well as the innovative technical capabilities offered by HTK Horizon, Birmingham Resilience Team also saw benefits in the Buying Solutions procurement route. They were reassured by the fact that HTK had already been through quite a rigorous pre-selection process to get onto the Buying Solutions framework.

Birmingham Resilience Team had an identified project lead at HTK, who provided all the support that was needed. Existing contact data was quickly imported into HTK Horizon, and the team was operational very quickly with an efficient change over from their previous system.

“HTK Horizon is helping to improve resilience in a number of ways. It's allowing us to be a lot smarter in the way we communicate both internally and with our diverse and complex communities.”

Glen Curry, Emergency Planning Officer,
Birmingham Resilience Team

“Rapid delivery of information to as many people as possible is critical in emergencies to protect and reassure the public and manage the incident. HTK Horizon makes it easy for Birmingham residents stay informed by choosing the best way for them to receive alerts and makes sure that accurate and timely information is delivered automatically to the people affected.”

Councillor Paul Tilsley, Deputy Leader of
Birmingham City Council

What next?

Contact us now on 0870 600 2311 for a **free** discovery workshop and trial, or email sales@htk.co.uk

About HTK

UK-based HTK provides hosted solutions for interactive multi-channel marketing, automated customer service and intelligent customer contact, helping organisations to sell more and serve better, at lower cost.

Founded in 1996 and privately owned, HTK delivers solutions to SME and large enterprises, telecommunication service providers and the public sector. Customers include BT, Cable & Wireless, Specsavers and O2 as well as numerous local authorities.

HTK messaging services are used by over half of all UK police forces, and HTK developed the recently launched myUKinfo.com national web portal for migrant workers and employers.



| FEATURE | BENEFIT |
|------------------|---|
| DYNAMIC GROUPING | More effective targeting of messages. No administrative burden for ongoing list management. |
| FLEXIBILITY | A single cost-effective solution for internal staff contact and community messaging. |
| GIS MAPPING | Enables targeting of contacts based on their registered location or postcode. |
| SMS TEXT SIGN-UP | Engage with the public quickly and effectively, for maximum sign-up. |
| BUYING SOLUTIONS | Simple procurement from a proven supplier. |