



WORKFORCE

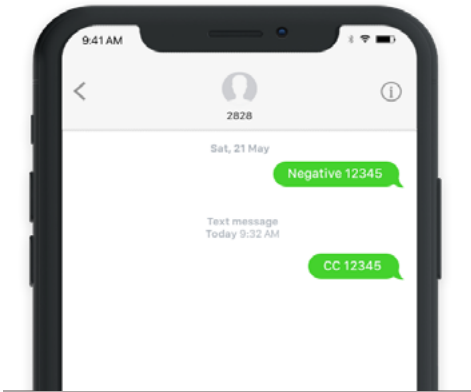
COMMUNICATIONS

DURING COVID-19

Challenge

One of the key challenges for businesses during the pandemic, has been communicating with and managing staff, particularly in relation to their COVID-19 health status and testing. As cases increase, businesses are looking to keep their teams operational and manage rosters to ensure they have staff available to perform critical functions.

Key managers at a major airline needed an easy way for staff to notify them when they tested positive/negative for COVID-19 or when they became a 'close contact' of an infected person, so that alternative work arrangements could be made. The notifications needed to be provided easily and the data needed to be shared with their corporate service desk ServiceNow.



Solution

Staff across the business can now easily text their health notification into their dedicated short-code. This is then converted into a formatted email and sent via an API into the employee experience software, which generates an appropriate workflow. They can text three keywords: 'Positive', 'Negative' or 'CC', followed by the employee ID number.

Next Steps

The airline is considering adding an automated text back to staff to confirm receipt of the RAT results or other relevant information.

Spark Business Messaging

Spark Business Messaging is a communication platform that helps New Zealand businesses of all sizes connect with their customers. There are a full range of features and tools for one and two-way SMS communications. The platform allows you to cost-effectively engage, market and transact with stakeholders both locally and globally. With detailed reporting, a 99.9% uptime guarantee and a dedicated support team, Spark Business Messaging is a proven leader in the SMS market.



Quick

From client brief to scope and build within 4 hours



Simple

Mobile Studio ingests the message, converts to email and sends to ServiceNow



Useful

Solved the challenge and able to ingest more than 30,000 messages per month from thousands of staff