The Case for Desktop Notifications

Why Desktop Notifications Will Forever Change Mass Notifications

Contents

Introduction

Since the mid- to late-1990s, mass notification systems have been used by government, military and large-scale construction companies to send emergency alerts during critical events. In 2008, the Clery Act in the United States updated the required standards for emergency and incident reporting for higher education institutions and included rapid response communications as part of their directive.

Over the past several years, mass notification has been adopted more broadly by enterprise, health care, logistics and dispersed businesses as an essential part of an overarching communications strategy. Along with the typical multi-channel approach of notifications to emails and text, mass notification can incorporate the novel approach of desktop alerts for notifying recipients of critical events or day-to-day communications.

With more organizations embracing remote and hybrid workforces, desktop alerting is proving to be a valuable and popular form of communication. Even in office environments, desktop notifications can provide a simple — yet highly effective — means of delivery of important communications.

INDUSTRIES ADOPTING MASS NOTIFICATION

and receiving notifications via email, text and desktop alerts

EDUCATION

HEALTHCARE

BUSINESSES

GOVERNMENT

NON-PROFITS & NGOs

ENTERPRISE

What Makes Desktop Notifications Popular

Since the start of the COVID-19 pandemic, many organizations (who were able to do so) have sent employees home to work. Now, many reports indicate that these staff members are reluctant to return to office environments and have become accustomed to — and more satisfied with — working from home. According to Statista, 62% of respondents from a global survey of remote workers said they would consider leaving co-located companies in favor of remote roles*.

This can create challenges for organizations seeking to keep their entire team informed of everyday and critical happenings.

I WOULD CONSIDER LEAVING FOR A REMOTE ROLE	62%

*https://www.statista.com/statistics/1111394/attitudes-on-remote-work-for-employees/

Desktop notifications can typically be incorporated into an organization's communications plan without the need for additional equipment. This makes them a cost-effective addition to more traditional communications methods such as email. Desktop notifications are also effective in grabbing attention. Since most remote employees spend their work days at their computers, pop-up notifications from desktop alerts are almost always seen immediately.

DESKTOP NOTIFICATIONS DON'T HAVE TO BE STATIC

Administrators and managers can also incorporate rich media (images, audio and video) to enhance notifications. This creates a more memorable experience and bolsters retention.

IMAGES + AUDIO + VIDEO

The ease of use and familiar interface can help administrators become quickly adept at sending messages that gain attention and elicit response. Regardless of the application or use, desktop notifications can make a convenient and impactful addition to more traditional methods of communication.

Using Desktop Notifications for Critical Notifications

For critical and emergency notifications, desktop notifications can provide an attention-grabbing alternative to more traditional methods. Because desktop notifications are visual and immediate, and because they are delivered on top of the software used by the recipient, administrators can be assured that their messages are viewed quickly.

Severe Weather Alerts

With multiple locations, or a dispersed workforce, desktop notifications can notify employees that weather conditions threaten their location. When automated with integrations for the National Oceanic and Atmospheric Administration (NOAA) or the National Weather Service, this type of notification is the first line of defense for protecting employees in the event of hurricanes, tornadoes and other storms. By getting the alert out early and automatically, employees have additional time to prepare or evacuate. Shelter in place notifications can also be sent, instructing employees not to leave their immediate area.

INTEGRATIONS

Criminal Activity

If a workplace is threatened with an active shooter, suspicious persons or an unruly individual, discreet notifications can be delivered to every desktop. This alerts on-site employees without tipping off perpetrators. Notifying employees in this fashion can mitigate criminal confrontations and allow for better control over the situation. Employees can be given instructions for maintaining their safety and responding to on-site emergencies more cautiously.

Business Interruptions

When production lines are down, raw materials are delayed in transit or other disruptions to daily business operations occur, desktop alerts are an effective way to notify teams quickly and effectively. Desktop notifications to specific teams, team leaders or other stakeholders can help them rally to find alternative solutions and mitigate losses to productivity.

Using Desktop Notifications for Everyday Business

When used in combination with a smart, overarching communications plan, desktop notifications can help organizations and their people stay on point and in touch - even when workforces are in multiple locations or completely remote.

Planned Messaging

With remote workforces, employees may oftentimes feel disconnected from their teams or isolated from their coworkers. Planned messaging with desktop notifications can help bridge those communication gaps and keep employees closer. Used for meeting reminders, milestone notifications and other day-to-day communications, desktop messaging is an effective, familiar and simplified way to keep teams together. You may even wish to send reminders for remote workers to take a break, stretch or simply to check in on remote employees to promote wellness.
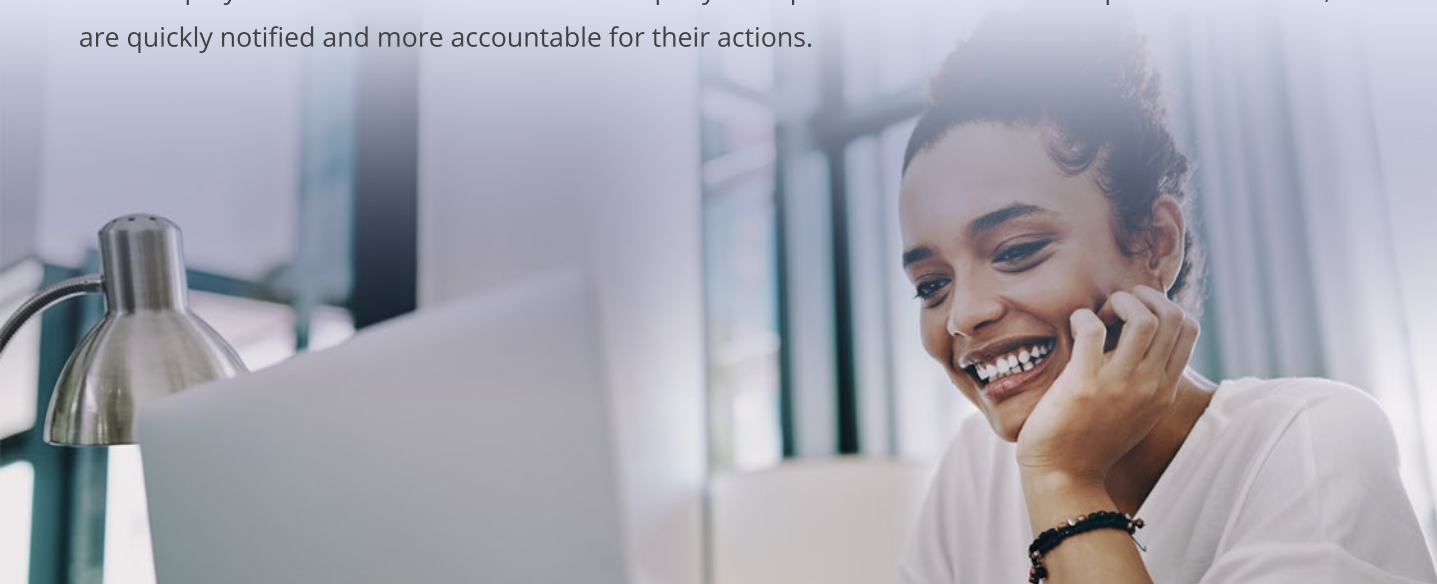
MEETING REMINDERS	MILESTONE NOTIFICATIONS	DAY-TO-DAY COMMUNICATIONS

Accountability

Desktop notifications can be employed to send general reminders, policy updates, schedule and shift changes, meeting notices or updates to physical procedures due to COVID-19. This method can bolster accountability among employees. As a complement to regular notices or emails, desktop notifications serve as a convenient messaging tool to ensure each employee receives and understands company-wide policies. Because their impact is immediate, team members are quickly notified and more accountable for their actions.

Action Plan

Because remote work is gaining in popularity, desktop notifications make sense for organizations seeking to keep their employees informed. And, because of the simplified administrative and recipient interfaces, desktop notifications are proven easy to use, effective and well received.

Incorporating a desktop notification plan — along with a mass notification platform and solid communications strategy — can help large organizations, multi-site companies and companies with remote workforces stay in touch, reduce mistakes and costs, mitigate risks and improve company-employee relationships.

AN ACTION PLAN TO KEEP YOUR EMPLOYEES INFORMED

DESKTOP NOTIFICATION PLAN + MASS NOTIFICATION PLATFORM + COMMUNICATIONS STRATEGY

About Regroup Mass Notification

Since 2006, Regroup Mass Notification has kept institutions safe, informed and productive with its cloud-based mass notification platform. Regroup has helped institutions in higher education, healthcare, enterprise, government and manufacturing solve their communications challenges with a system that is easy to use, robust and reliable.

Regroup also provides a comprehensive Threat Intelligence Suite that helps organizations mitigate risks and identify trends in cyber, civil and other threats.

Learn More   **www.regroup.com**   Call Us   **855-REGROUP**