

CASE STUDY

Omnilert Launches Voice Alerts, Becomes Market Leader in Active Shooter Solutions and Emergency Notifications

OVERVIEW

Omnilert was the first company to establish the mass emergency notification market.

THE CHALLENGE

Omnilert needed a voice provider to send thousands of concurrent calls at a moment's notice.

THE SOLUTION

Omnilert chose Voxology because of their reliability, burstability, and scale.

THE RESULTS

15 YEARS

Delivering lifesaving alerts through Voxology

20M+ NOTIFICATIONS DELIVERED

In emergency situations

1400+ COMPANIES PROTECTED

Including Fortune 500, major financial institutions, universities, and more

FINDING A DEPENDABLE VOICE PROVIDER

When Omnilert launched in 2004, in response to the tragic murder of a student in her college dorm, they were the first company to establish the emergency notification market. Today, the company's focus has grown to also help protect organizations from the growing threats of active shooters with an AI-powered Gun Detect software that brings reliable, 24x7 monitoring to security cameras, creating a widely deployable early gun detection solution.

Initially, they focused on campus safety and SMS alerts, but after the Virginia Tech massacre in 2007, Omnilert grew exponentially from 30

customers to over 1,500 in the span of a couple months.

As they grew, they began attracting larger and larger customers. These large organizations wanted the ability for everyone to be contacted via all communications methods at once. More channels of communication meant a more thorough emergency response. Because of this, Omnilert made the decision to support voice alerts and sought out a provider to help them expand their emergency notification services.

"Omnilert relies on our vendors to share our relentless drive for excellence. So we needed a voice provider to depend on to take emergency notifications as seriously."

Voxology has always risen to that challenge and has remained a key partner for 15 years. We appreciate their genuine dedication to our success and their willingness to evolve the API to help us scale and grow.”

- Nick Gustavsson, CTO and Co-founder

GROWTH AND EVOLUTION

As Omnilert continued to expand and claim more market share in the emergency notifications space, the relationship with Voxology remained strong and highly collaborative. The Voxology team created open lines of communication in order to help facilitate their growth and be a true partner to their mission. Omnilert communicated their unique challenges and vision when it came to voice communications, and Voxology went above and beyond to help, offering to add custom functionality and evolve the voice API to optimize and enhance their communications.

Over time, Omnilert also wanted to understand whether a machine or a human answered a call in order to have more robust data and improve the efficacy of their alerts. Voxology was able to create specific and customized call history and call log features for Omnilert to produce their reports and deliver a more complete picture of any voice alert they sent.

Adding voice alerts into their overall offering proved to be beneficial for Omnilert across the board. Not only did over 50% of their clients opt to add the voice functionality, it also helped secure Omnilert as the true one-stop-shop for emergency alerts. And with the majority of

their clients opting to include voice, it helped ensure customer stickiness, increasing their overall customer retention and satisfaction.

PRESENT DAY SUCCESS

Currently, Omnilert remains the leader in emergency notifications and preparedness. They have expanded their offering to include other cutting edge features and are the only company in emergency notifications to offer integrated gun detection within their platform. Their products have won 8 awards, including Campus Technology's Best Product of 2021.

Throughout the years, they have secured a stellar brand reputation, thanks to the commitment, scalability, and product evolution that Voxology was able to provide. While there are many voice providers out there, a huge differentiator for Omnilert, and the reason that they have remained a loyal and satisfied customer for 15 years, was the working relationship.

The ability to collaborate closely with a partner who believes in their goals and seeks to proactively understand and solve their unique challenges has not only been a huge asset to their business, but has also offered peace of mind. When it comes to voice alerts, Omnilert takes comfort in knowing that their provider genuinely cares about their mission and understands the critical nature of these lifesaving communications.

Interested in finding your true communications partner?

SPEAK WITH A VOXOLOGIST