



## Industrial gas supplier expands communication to foil foul weather



### Customer Profile:

Air Liquide is the world leader in gases for industry, health and the environment. With a significant presence on the Gulf of Mexico, the company often suffers disruptions due to foul weather.

### Problem:

When frequent hurricanes and other severe weather threatened operations, the company was spending too much time communicating critical information to staff and customers.

### Solution:

Air Liquide uses Intelligent Notification to quickly notify staff and customers when disruption does occur, reducing risk, saving time and preserving valuable relationships.

### Benefit:

Using Intelligent Notification, Air Liquide has streamlined communications while focusing efforts on protecting resources and recovering from disruption.

Two-way Intelligent Notification keeps lines of communication open for businesses threatened by serious weather events.

### Foul weather threatens operations

When businesses are threatened by hurricanes and other inclement weather, operations get disrupted and lives are threatened. Companies in regions that regularly suffer the effects of foul weather need contingency plans—and they need a way to keep information flowing to staff, clients and partners. Air Liquide, the world leader in gases for industry, health and the environment was facing such a dilemma on a regular basis.

### The Problem: Keep information flowing when business gets interrupted

With numerous facilities located along the U.S. Gulf Coast, Air Liquide regularly experiences disruptions due to dramatic and inclement weather. The company needed a reliable way to alert employees about hurricanes and other interruptions to ensure their safety and to direct them in the case of change of work venue. At the same time, the company wanted a system that could assist in ongoing communications to over two hundred customers located along the company's pipeline system.

Prior to installing a MIR3® solution, employees called clients one-by-one to notify them of looming events or business changes. This process, sometimes requiring two or more

hours to complete, made it a challenge to deliver critical messages—such as loss of power at a plant or price changes—in a timely manner. The manual calling process allowed for voicemail, but there was no way to be sure customers had actually received critical messages. Along with that, the process did not ensure that those most affected would be called first.

### The Solution: Intelligent Notification

Understanding the critical communication needs of Air Liquide, Intelligent Notification supports both its human resource and client notification objectives. The solution also offered other features, like recorded response, so that Air Liquide could be assured that messages were not only delivered, but also received. Intelligent Notification helps Air Liquide stay in constant contact with its employees during foul weather and business disruptions, regardless of location.



*Founded in 1902, Air Liquide began as an idea to produce oxygen industrially using liquid air, and came into existence after an encounter between two men: Georges Claude, the visionary and Paul Delorme, the pragmatic creator.*

### Air Liquide can now contact clients quickly and efficiently

Communicating with the company's client base has improved as Air Liquide can now contact clients quickly and efficiently with the added ability to sort and prioritize which clients or staff need to be contacted first.

#### How Air Liquide benefits from Intelligent Notification:

- **Easily launch mass notifications** to a specified group of employees or customers by simply logging onto the Web interface, sending an email or making a phone call.
- **Reach thousands of recipients at the same time**, whether staff or customers, by mobile phone, SMS, landline, email, pager, BlackBerry Messenger, fax, TTY or any IP-enabled communication device.
- **Be assured that important messages were received.** Recipients can respond by voice or by written message, with responses displayed in real-time as well as archived for reporting and auditing.

#### The bottom line

Air Liquide can now communicate with staff in just moments, even if they are scattered around the region. Weather status can be conveyed quickly and contingency plans can be shared in moments. When necessary, managers can be called together on a conference call with the touch of a button to share information. Customers can be notified quickly about power outages, price changes and other information, and can respond just as fast. Air Liquide can now keep staff focused on preserving resources and recovering from disruption rather than the laborious business of one-to-one communication.

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