



Intelligent Notification for Retail and Manufacturing

The manufacturing and retail industry has to maintain a focus on the customer while managing a steady flow of production. All operations must run smoothly to produce, package and deliver goods to the final destination. Communication within facilities, between warehouses and throughout distribution channels is what makes this all come together. How does this industry use Intelligent Notification to keep production soaring?

OTHER USES

Product delays – Notify vendors when product launch dates slip so they can adjust orders and plan accordingly.

Limited offers – Alert prestige customers by a variety of means before the offer is advertised.

Warehouse updates – Notify warehouse managers to streamline staffing in the case of delayed arrival of manufacturing components.

System uptime – Contact the on-call staff that can help, wherever they are, when manufacturing systems are down.

CREDIT INTERRUPTION

SCENARIO:

The credit card processing server of an online retailer crashes during the holiday rush; the system must be put back online quickly.

SOLUTION:

As soon as the director of the online store detects the malfunction, a notification is prepared. Using existing IT staff schedules, Intelligent Notification filters contact information of the appropriate server management group and alerts the on-duty members, cycling through each one until someone claims the ticket. If no one responds, the notification is escalated to contact those on the on-call list until one responds and the issue is resolved.

PRODUCT RECALL

SCENARIO:

A toy manufacturer discovers that a popular toy presents a choking hazard to children; a recall must begin before the press turns negative.

SOLUTION:

Using Intelligent Notification, the management team promptly launches a pre-constructed alert built specifically for product recalls. Part one of the notification contacts all retailers, warning them of the choking hazard and requesting that they pull the product from their shelves immediately. Part two of the notification contacts the press, alerting them of the recall, arranging a press conference if necessary, and asking for assistance in informing the public.

DELAYED SHIPMENT

SCENARIO:

A major electronics retailer is told a shipment for next-day sales has been delayed by four hours; schedules must quickly be adapted.

SOLUTION:

The manager launches an Intelligent Notification alert to store managers informing them of the delay. Then, all hourly warehouse employees and truck drivers scheduled for the noon shift are contacted and told not to report until 3:30 p.m. At the same time, a call-out notification is sent to all off-duty warehouse employees requesting five additional workers, and is repeated until the necessary crew is assembled.

CHEMICAL SPILL

SCENARIO:

A chemical spill occurs in a manufacturing plant; the facilities manager needs to evacuate workers and clean up the mess to avoid injury and loss.

SOLUTION:

A notification is sent to the security team, directing some members to surround the spill and others to put the plant evacuation plan into action. Another alert is sent to the company's hazardous materials team, alerting them of the spill and directing them to gear up and come to the spill site. All other employees are directed to evacuate the building and stand by for further instructions.

For more information or to view our online demo, visit www.mir3.com