Mobile Subscriber Application

Mobile applications are an important extension to an organization's communications strategy. The ubiquity of mobile devices provides additional reach, while apps provide powerful new capabilities to help subscribers and manage incidents.

The Omnilert subscriber app provides the following:

- **Push notifications -** Extend your omnimodal communications to mobile devices. Messages alert the subscriber with a highly visible notification and a simple tap takes the subscriber into the app where additional benefits are available.
- **Panic button -** Provide configurable single tap access to your organization's safety hotline or emergency services.
- **Tipping -** Give subscribers the opportunity to provide information and location to safety teams with configurable categories that can be independently routed to manage differing priorities.
- **Polling and check-in -** Check the status or request information from subscribers, collecting their responses individually or in aggregate.
- **Resources -** Make all your safety resources available in one place.
- **Cross platform -** Provide availability for Android and iOS.
- **Instant app -** Bring subscribers into the app experience without the need to download and install.

Benefits for Administrators
Apps bring great advantages, but often place a burden on the organization's administrators to promote awareness and encourage download. If your subscribers don't have the app installed, you can't rely on the functionality being available when you need it most.

Unfortunately, estimates suggest only 7% of subscribers actually download emergency notification apps and only 10% of those users will enable "always on" location services. That means you reach only 7% of your audience in an emergency and that geo-location features are effective for less than 1% of your base.

cont. on back

Contact us today to request a demo.   **www.omnilert.com**

Benefits for Administrators (cont.)

Omnilert enables you to overcome these obstacles by making the app experience available in both a **Native** and **Instant** app format.

Native App Benefits

Omnliert offers Native Apps for Android and iOS from the Google Play Store and the Apple App Store. It eases the burden on administrators by helping them inform subscribers of the application, and encourages and retains installations:

- **Optimized sign-up workflows -** Send invitation messages and automatically manage repeat reminders to unresponsive subscribers.
- **Branding -** Improve sign up and retention by configuring the app with your organization's brand, including the start-up screen and message logo.
- **Dynamic updates -** Ensure the subscriber is always up to date with changes to the app configuration made in the admin portal and reflected immediately in the app. No need to wait for an update to be downloaded or a third party to implement routine changes on your behalf.

Instant App Benefits

Omnilert's Instant App provides the app experience to all subscribers without requiring users to download anything. Users are taken to their personalized app experience through a link appended to messages sent.

- **Wide reach, with power -** Get the message out and bring everyone to the full app experience. SMS text and email become the gateway to 2-way messaging, polling, tipping, panic buttons, rich media and resources.
- **100% install -** The Instant App alleviates the administrative burden of having to market the app to users. It works across all channels so, if a user can be contacted, he or she can access the app experience with a single click.
- **Privacy sensitivity -** Many users worry about data collection by apps, especially apps that ask for "always on" location tracking. The Instant App alleviates those concerns by only activating during a messaging session at the choice of the user.
- **Bookmark or home screen -** The Instant App link can be easily bookmarked or saved to the user's smartphone home screen. This makes app functionality quickly accessible to users without the burden of installation.

Native or Instant? Your Choice.

The Instant App is included for all app-capable accounts. You can choose how you use them to best fit your needs.

- **Native app -** Your users may prefer to have an app installed and always available. Omnilert's setup tools make it easy for you to encourage stragglers to sign up.

- **Instant app -** The Instant app ensures the rich functionality of the app can always be accessed by subscribers. It is as if you had 100% app installation and adoption! Some administrators may prefer to make all interactions through the Instant App and never have to worry about promoting a Native app.