



Safety Officer
by ServiceRocket

Incorporating Safety Officer

by ServiceRocket

Into Hive's Hurricane Harvey Emergency Action Plan

Results At A Glance

Hive saved time and ensured their people were safe during Hurricane Harvey by using Safety Officer, an app developed by ServiceRocket for Workplace by Facebook. Reaching out to employees during an emergency used to take hours, and now takes moments—when moments count the most. Safety Officer saved Hive significant time and valuable resources during this natural disaster.

Quickly account for employees. With Safety Officer, Hive sent corporate safety alerts to targeted teams on Workplace, effortlessly messaging groups, offices and regions within minutes.

One-click status confirmation. Team members were able to respond quickly to alerts via Work Chat.

Employee location visibility. Using opt-in technology, Hive was able to locate and visualize each employee location during the emergency situation.

Hive now has a better way to account for employees during and after an emergency incident.

Use Case	Customer Since	Effectiveness And Efficiency During A Crisis	Targeted Alerts by Location and Group
Employee Safety Visibility: Ensuring employee safety during Hurricane Harvey	2017	According to Hive, Safety Officer is twice as effective as traditional communication methods like phone calls and emails and saved Hive countless hours.	Hive used Safety Officer to send corporate alerts to employees affected by Hurricane Harvey.

The Beginning

As Chief Operating Officer of Hive, Adrian Heesom oversees the safety of the 600+ employees of the connected home devices company based in London with offices in USA and Europe.

Safety Officer significantly reduced the time it takes for Adrian and his team to effectively determine the safety of Hive employees during emergencies.

Keeping tabs on Hive's 600+ employees spread all over the world used to be a nightmare.

Prior to using Safety Officer, Hive struggled with inefficient systems and inability to track employee safety during an emergency.

Hive looked for a solution that would automate their ability to check in on their people during a disaster.

The criteria: The ability to send alerts during emergencies to Workplace groups, departments, locations and individuals quickly and effectively.

Why Safety Officer?

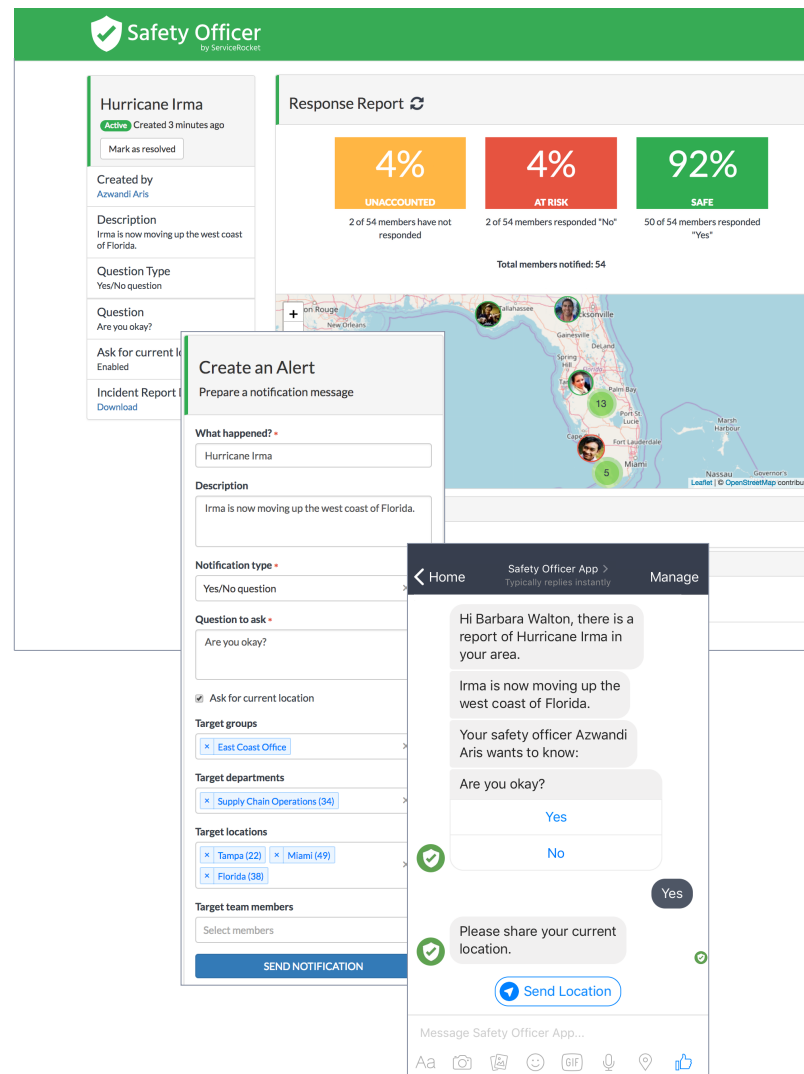
After implementing Workplace, Hive chose Safety Officer for its effectiveness, ease of use and ability to target groups, offices and regions quickly and effectively. They also chose it based on ServiceRocket's strong partnership and integration with Workplace.

With Safety Officer, Hive quickly and effectively verified people were safe during a crisis.

Hive reduced obtrusive phone calls, worry, time, and effort required to track down their people during Hurricane Harvey.

"I was able to ping a notification instantaneously to everyone affected by Hurricane Harvey, saving me tons of time," said Heesom. "I was able to then focus attention on ringing the handful of people who didn't respond."

With Safety Officer, Heesom got a 70% response rate in the first few hours -



far higher than when Hive previously used phone and email communication during emergencies.

"From an effectiveness perspective, it's twice as effective as ringing people, and from time perspective, it turns a day's work into a couple of hours work,"

- Adrian Heesom, Hive COO

The Results

Safety Officer helped ensure Hive's people were safe during Hurricane Harvey.

Hive has approximately 35 employees in their Houston office. When Hurricane Harvey struck, Hive used Safety Officer to check to ensure their people were safe and sound.

"There were five people who didn't respond," said Adrian. "Rather than trying to trace all 35, we quickly got through to the line managers of those five people, and we contacted them by phone,"

- Adrian Heesom, Hive COO

Within a few hours of being notified that the Houston flood situation was significant, Hive knew all of their people were safe.

"It would have taken significantly longer to get on the phone and try to find everyone,"

- Hive COO Adrian Heesom

With Safety Officer, Hive reduced obtrusive phone calls, worry, time, and effort required to ensure their people are safe during emergencies.

Before Safety Officer, Hive needed to individually call everyone on the team in order to verify safety.

"It's a laborious, time-consuming, worrying time," said Heesom. "You're relying on people picking up the phone to know they're safe. It's quite intrusive."

Heesom said he and his team love that the push messages on the Safety Officer app and browser version are unobtrusive.

"If you are safe, it's not something that will disturb or worry you,"

- Adrian Heesom, Hive COO

What's Next?

When Hive needs to know their people are safe in another crisis, Safety Officer will be there.

Hive plans to use Safety Officer in each office.

With Safety Officer by ServiceRocket, Hive was able to quickly and effectively track employee safety during an emergency.

ServiceRocket is an implementation partner and developer of apps for Workplace by Facebook.

To learn more about ServiceRocket's offerings for Workplace visit:
<https://www.servicerocket.com/workplace-by-facebook>