



Everbridge Best in Resilience™ Study 2024

Benchmarking the resilience capabilities of top-performing organizations



Organizations are facing unprecedented global challenges

From severe weather to workplace violence, cyberattacks and supply chain disruptions, organizations are facing a multitude of risk events, all of which can seriously impact operations with little or no notice.

Each year, the Everbridge Best in Resilience Study analyzes thousands of data points to evaluate how organizations detect and assess real-time risks to their employees, assets, and locations. It also examines their ability to communicate effectively during critical events, and evaluates their strengths and opportunities for improvement.

The study highlights the essential capabilities of top-performing organizations that enable them to stay resilient, navigate unforeseen challenges, and emerge stronger from adversity.

For the 2024 study, the [Everbridge Resilience Insights](#) solution was used to analyze approximately 500,000 risk events over a period of 12 months.



“Understanding risks to our employees and operations allows us to plan accordingly and respond more efficiently,” explains Chris Green, Incident Response Manager at American Family Mutual Insurance—a Best in Resilience™ certified company. “When incidents happen, we can quickly assess risks and communicate with employees to account for their safety, and coordinate with our Incident Management Team.”

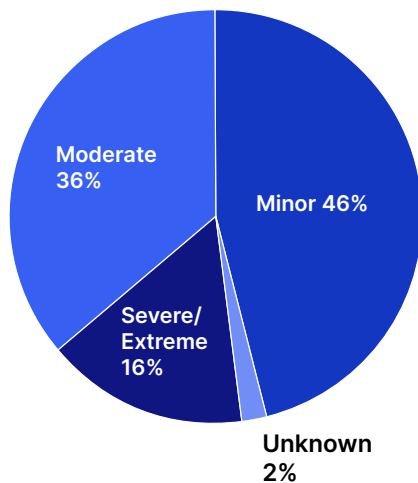
Key findings from the study

- Of the risk events analyzed, 16% were classified as severe or extreme, while 36% were considered moderate.
- Climate-related events accounted for 52% of all risk events, with the highest number of risk events occurring over the summer months.
- Top-performing organizations assessed approximately 5,500 risk event alerts classified as severe or extreme. 15% of events prompted employee alert notifications.
- Hurricanes, geopolitical conflicts, and civil unrest events were the most likely to trigger employee alerts, with the highest number of alerts sent for flood and tornado risks. The average organization sent 444 employee alert notifications for flood events.
- Top-performing organizations sent employee notifications that requested a response to confirm receipt of the alert and/or a safety check-in. Organizations across numerous sectors received 80% response rates when sending to over 1,000 employees, and many often received over 90% response rates.
- Top-performing organizations sent employee alerts within 10 minutes of receiving a risk event alert.

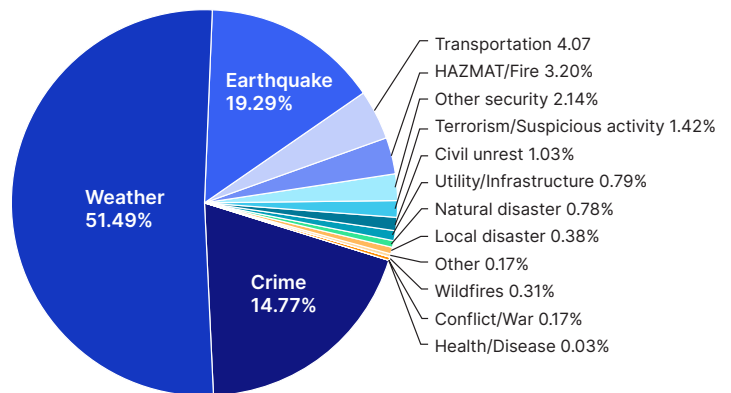
Organizational resilience describes how an organization reacts to a crisis and how quickly it can recover from it. By analyzing organizational resilience and how businesses prepare for critical events, Everbridge provides invaluable insights for industries to assess their preparedness and response capabilities.

2023 risk events

By severity level



By category



Analyzing the data

Organizations monitor a tremendous number of risk events to protect their employees and maintain business continuity, and they need an efficient process to notify staff and account for their safety.

For the 2024 study, Everbridge reviewed the communication activity of ten [Best in Resilience™ certified](#) organizations—which includes Fortune 500 companies across numerous sectors. The study found that each of these organizations assessed nearly 5,500 severe or extreme risk events that are in proximity of their people and operations, and 15% of these risk event alerts were communicated to their employees by sending a multi-modal notification—often sent via email, SMS text message, mobile app, desktop alert, and phone call.

On average, the organizations assessed 457 severe/extreme risk events and sent 69 employee notifications, per month. The risk alerts that were most often sent to employees as multi-modal employee notifications included hurricanes, followed by conflict/war, civil unrest, local disaster, and flood.

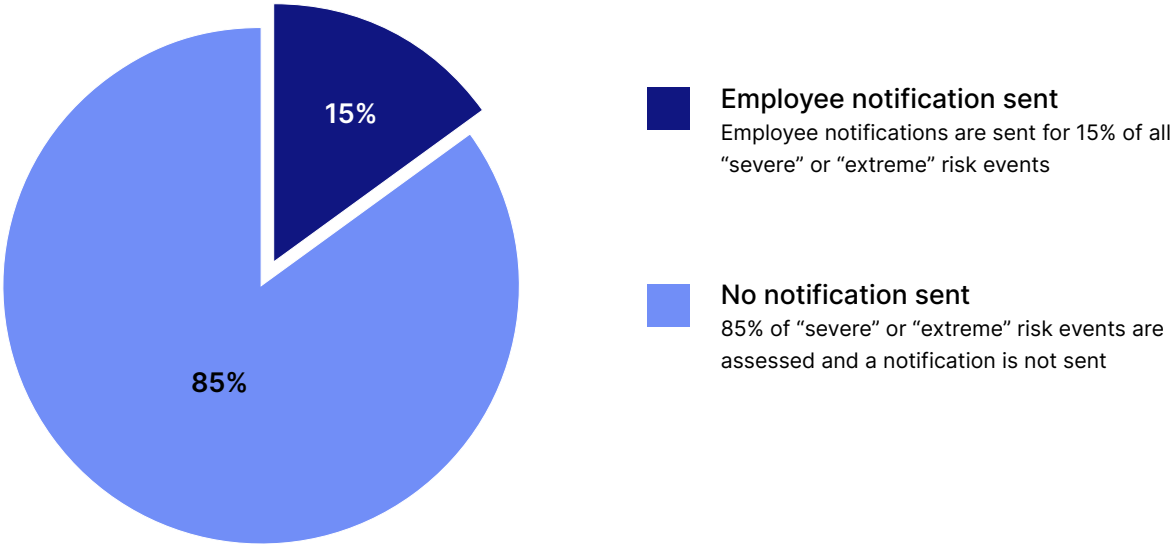
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notifications sent in 2023.

On average, the sample of Best in Resilience™ certified organizations sent 444 flood notifications, 142 tornado notifications, 71 hurricane notifications, and 67 civil unrest notifications.



Risk events assessed



The study demonstrated that organizations that prioritize detecting, assessing, and communicating real-time risks are better at mitigating risks to their organization. Through advanced technology and proactive monitoring, these organizations can identify potential threats and respond swiftly. Efficient assessment strategies enable informed decision-making, while seamless communication channels ensure timely alerts, fostering adaptability and bolstering organizational resilience in the face of evolving challenges.

For each severe or extreme hurricane risk event, an average of 2.6 notifications were sent to employees. For severe or extreme conflict/war risk events, 0.73 notifications were sent, which implies notifications were sent for most of these events. On average, organizations sent 67 notifications per year for conflict/war risk events categorized as severe or extreme.

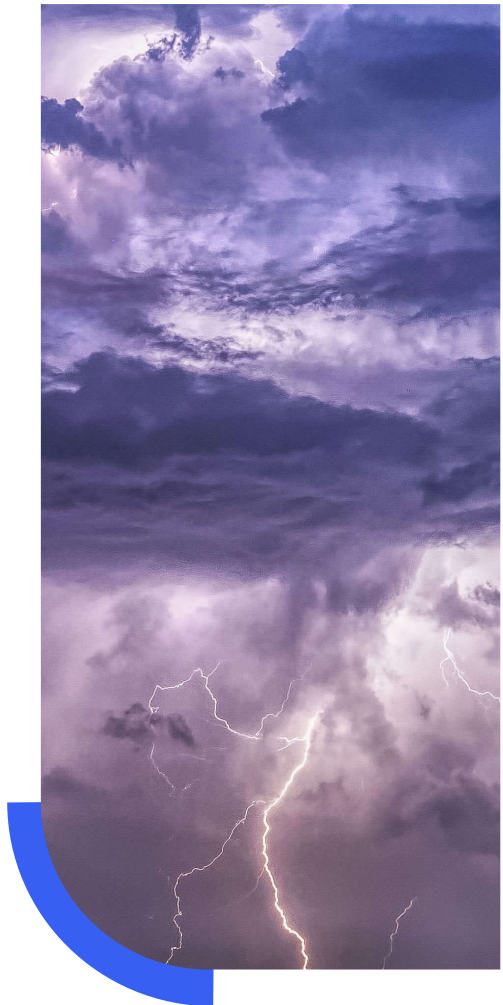
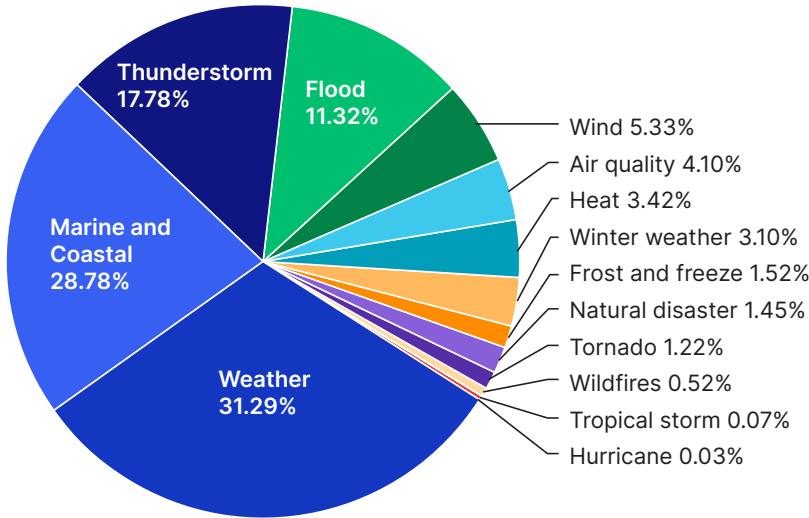
Although hurricanes and conflict/war were the two events most likely to be sent as an employee notification, they were not the most frequent type of event that was communicated to employees.

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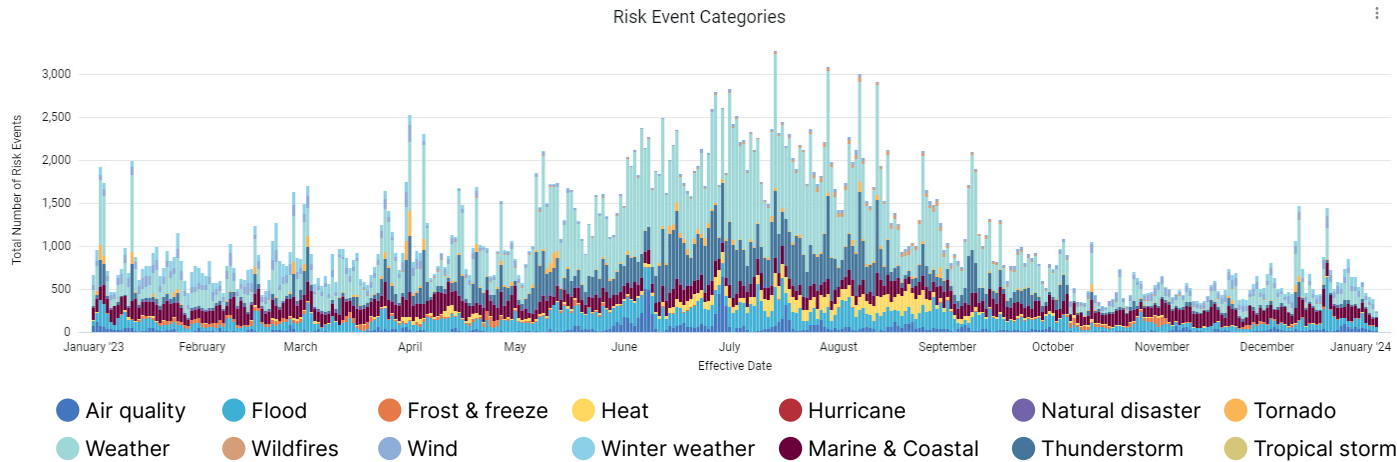
Climate impact on risks

Further analysis of the risk data indicates that most risk events occur during the summer months, driven by an uptick in climate-related risks such as marine and coastal events, floods, heatwaves, and thunderstorms. In 2023, climate-related events, totaling over 257,000, comprised 52% of all recorded risk events.

Percentage of climate-related events



Number of climate-related events by category



The importance of multi-modal communication

When an event occurs, it's crucial for organizations to quickly assess the risk and ensure that the appropriate personnel are informed accurately and effectively. Among the top-performing companies certified by the Best in Resilience™ program, employee notifications are typically dispatched within 10 minutes of a risk event alert. Notably, one organization has successfully reduced this response time to an average of just 3.7 minutes.

Best in Resilience™ certified organizations often send critical alerts via multiple channels, including text messages, emails, phone calls, desktop alerts, and the [Everbridge mobile app](#). With over 60% of employees in some companies having installed the app, this can offer an additional, out-of-band method for receiving emergency notifications.

Less severe or urgent notifications are often sent with “text-only” methods, which excludes phone/voice messages.

Organizations typically send notifications to employees based on risks near the employee's location, therefore it is important to have accurate and comprehensive work addresses for employees. Additionally, since the modern workforce is mobile—often traveling or working from remote locations—many organizations have integrated their critical event management platform with dynamic location sources, such as travel management systems and badging systems, which assures all the right people receive notifications about risks near their expected or last known location.

Organizations with the highest app download rates often share several characteristics:

Enabled single sign-on

Single Sign-On is enabled so employees can use their network credentials to securely and easily login to the app.

Enabled advanced features

Advanced features are enabled in the app to support employee safety (such as check-in, emergency call, and SOS/duress buttons) and provide additional personalization, such as custom alert tones for priority incidents.

Mobile Device Management for employee devices

A Mobile Device Management (MDM) solution is used to load the app on employee-issued devices.

Communication drills

Communications drills are conducted periodically and used to remind employees to download the app.

App promotion during onboarding

Organizations promote the app during the onboarding process, in their employee handbook, employee benefits materials, on the employee intranet, and promote during events like All Hands meetings and Preparedness Month briefings.

Tracked metrics

Goals are set and metrics are tracked with department managers to motivate broader use of the app.

Effective notification is key

When life threatening events impact an organization, the top priority of corporate leaders is to ensure the safety of employees and maintain business continuity. Organizations often send multi-modal notifications that request the recipient to confirm receipt or respond to a poll. For example, "safety check" notifications often ask the employee to confirm they are safe.

Research findings reveal that notifications that include multiple methods receive twice as many responses as notifications sent with one method, and SMS text is the most common way people respond (compared to email, phone, or mobile app).

A review of Best in Resilience™ certified organizations across various sectors shows that top-performing organizations sending polling notifications receive more than 80% response rate (on average) from employees who receive the message.

The study uncovered numerous examples of organizations sending polling notifications and receiving high response rates. A healthcare company sent 66 polling notifications to 150-200 employees and averaged a 96% response rate across all notifications. An insurance company sent a company-wide notification to over 10,500 employees (about the seating capacity of Cameron basketball stadium at Duke University) and 91% responded to confirm receipt. A pharmaceutical company sent a notification to over 800 employees and 92% responded to confirm receipt. A financial services company sent a notification to 390 employees and 93% responded to confirm receipt. There have also been many occasions when 100% of recipients have responded to notifications sent to less than 100 employees.

Organizations that have a high percentage of responses typically apply the following best practices:

Multiple notifications

Notifications are sent using multiple methods and continue sending (multiple cycles) until the person responds.

Follow-up notifications

Follow-up notifications are sent to employees that do not respond.

Response requests

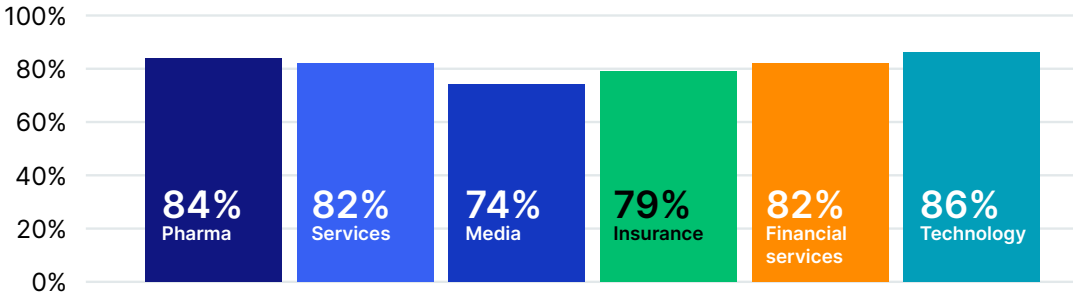
Recipients are informed and educated about the importance of responding to a notification.

Communication drills

Communication drills are performed and leadership monitors response rates and remind employees of the importance of responding to notifications.

Polling notification response rates

This chart represents the average polling notification response rate for example organizations across various sectors. Each example organization sent at least 40 polling notifications in 2023 to at least 20 contacts per notification (on average).



A key caveat

There are many factors that can prevent high response rates. For example, if a person receives too many alerts that do not seem urgent or severe, they may start to ignore the request to respond to the notification. Also, time of day, day of the week, or time of year can also impact response rates. If people are not “on the clock”, for example, they may be more likely to ignore their responsibility to respond to a notification.

Prioritize continual improvements

One characteristic shared by all Best in Resilience™ certified organizations is their ongoing pursuit to improve, and ultimately optimize their ability to keep their people safe and organization running—regardless of the crises and critical events they face. Even the highest performers —Diamond Tier certified organizations — continue to innovate and enhance their capabilities.

Certified organizations participate in an annual certification assessment process to assess their competencies, gain benchmark analysis, and identify their strengths and opportunities for improvement. In addition to completing periodic assessments, they also regularly test, train, and exercise their plans.



Conclusion

The Everbridge 2024 Best in Resilience™ Study highlights the pivotal role that effective risk management and communication play in ensuring organizational resilience. Through the analysis of approximately 500,000 risk events, the study provides insights into how top-performing organizations detect, assess, and respond to threats that could impact their people and operations.

These organizations excel by maintaining a proactive stance on risk management, deploying advanced technologies, and fostering robust communication strategies. Their ability to quickly and efficiently communicate during crises—not only ensures the safety of their employees but also strengthens overall business continuity.

Key takeaways from the study include the predominance of climate-related events, the critical importance of multi-modal communication for effective employee notifications, and the remarkable responsiveness of Best in Resilience™ certified organizations to severe threats. These practices set a benchmark for resilience, demonstrating that continuous improvement and commitment to safety can significantly enhance an organization's ability to navigate critical events effectively, and thrive amidst global challenges.

Ultimately, the Everbridge 2024 Best in Resilience™ Study underscores the necessity of an integrated approach to risk management that prioritizes rapid response and clear communication, ensuring that organizations are not only prepared to handle immediate threats but are also equipped to build a more secure and resilient future.



Start your certification journey with Everbridge,
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