

VLM “staff alerts” integrates Internet and SMS

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Securidox have launched a new system which helps VLM Airlines continue to provide a first rate customer service – by ensuring staff have critical information at their fingertips on the move or at their computers.

VLM have a wide-range of messages to communicate to staff: run-of-the-mill operations (eg staff meetings), informative (eg. adverse weather conditions), or requiring immediate action (eg. broken down luggage carousel, delayed aircraft). The problem is that many critical staff are mobile not only within the airport but also between airports.

VLM needed to alert their staff in a way that was secure, discreet and that they could be confident of delivery. Securidox developed a system which allows VLM users to message staff from and too both desktop computers and to mobile phones. Mobile phones are the essential communication tool but not designed for multi voice communication. If the staff member is on another call, messages can be left but often missed. Messages sent to mobile phones can be read quickly whilst handling other matters and actioned at the convenience of the recipient.

Messages are sent via a PC interface, which also records historical messages and user/recipient information. For additional convenience, alerts can also be sent from mobile telephones. The system is easy to use and particularly straightforward to implement in that it employs existing hardware – everybody has a mobile telephone.

Recipients are organised into meaningful groups (eg sectors, shifts, management levels) so that messages are only sent to the most relevant recipients – for example, ‘control system down at departure gate 10’ message is sent to gate staff and gate manager. All groups and messages are managed by the users of the system.

Securidox Technical Director Ravi Ramamrutham explains how VLM use the system: *“The interface we created for VLM is clear and straightforward and based on systems we had developed for mobile phone boarding passes. Users compose their message then select either individuals or groups to send the alert to. The same interface also allows users to add recipients, create and manage groups, and view sent messages. The user portal is clearly branded with VLM logo and sits neatly alongside other VLM online functions.”*

For further information on Securidox and its solutions visit www.securidox.com