

Nonprofit Interest Group



The Customer

This customer is a US-based interest group that aims to inform and protect Americans as they age. The organization has over 38 million members and a thoughtful and well-defined organizational structure.

The Situation

This interest group has extensive information on emergency preparedness protocols. This information is traditionally in a printed format, but the handouts were not easily accessible in times of need. Since employees almost always have access to their mobile devices, the organization explored the option of providing a digital version of the emergency preparedness information.

The Solution

The interest group worked with LiveSafe to upload the emergency preparedness information to the Resources section of the LiveSafe Mobile App, eliminating the need for printouts and ensuring that employees could quickly access the information on their mobile devices.

The Result

The organization's specific protocols are now at the fingertips of employees, contractors, and volunteers and are easily accessible in the event of an emergency. Additionally, changes to emergency preparedness information now only require a simple app update rather than reprinting and distributing thousands of printouts.