Town of Southborough

CODE RED®

Emergency Communication Made Easy.

FREQUENTLY ASKED QUESTIONS
(F.A.Q.)

What Distinguishes CodeRED from other high-speed, telephone Emergency notification services?

- The patented message delivery system behind CodeRED is known as RealCall. RealCall's technologies are unique in their ability to deliver pre-recorded messages IN FULL. In emergency situations, the ability to deliver the ENTIRE message containing pertinent information and instructions is critical. With CodeRED you will not only be able to deliver your entire message to the selected call recipients, but you will also have the capacity for millions of calls per day. CodeRED Clients have immediate access to our high-speed dialers. There's absolutely no equipment to buy and no annual fees. Another feature that makes CodeRED unique to other high-speed telephone emergency notification services is the fact that it's Internet based. The Internet allows CodeRED users to access their CodeRED system from virtually anywhere in the world. The CodeRED Internet portal allows you to create jobs using proprietary mapping software, create and maintain client calling lists to be used independently or in addition to your geographic selection criteria, access CodeRED calling campaign statistics and view the results of each call attempt for each record

Are CodeRED messages only delivered to people who pick up the phone in-person?

- CodeRED delivers your recorded messages to a live person or an answering machine.

What criteria does CodeRED use to designate a record as unreachable?

- An "unreachable" record is any record that has not been delivered to a live person or an answering machine after the dialing system makes 3 attempts to connect. An unreachable record may be a telephone number not in service, disconnected, busy, or no-answer. In the case of operator intercept tones received on the first two passes of a number a third pass will not be attempted.

What are the key elements to an emergency message?

- There are a few key elements that should be covered in almost every message that goes out on the CodeRED system. Below is a checklist of the key items for scripting a clear and concise emergency message.
  6 key message elements:
    1. This is a CodeRED Emergency message from (Name of organization)
    2. Time and date of the call
    3. Scope of the emergency
    4. Area(s) affected by emergency
    5. Action that needs to be taken
    6. Directions to get more information
- Note: Sometimes it may be important to indicate to the message recipients not to call you back unless it is a true emergency.

Does CodeRED provide a 24 hour emergency contact/customer service person?
- Yes. CodeRED technical and support services are available 24 hours a day, 7 days a week. Support services are also capable of sending messages on behalf of Southborough if Southborough staff members are unable for any reason.

What is the difference between selecting General Database or Emergency Database in the Communications Center to create a notification?
- When registering, citizens (we recommend Residents only) can select to be added to the General Database. All registered numbers are automatically added to the Emergency Database. The Emergency Database is used to disseminate emergency and highly important messages. The General Database is used to disseminate non-emergency helpful public information such as annual hydrant flushing dates and community events.
- Southborough recommends all residents to choose to be added to the General Database (click the box). Residents can opt-out at any time in the future.

I received a CodeRED call, does that mean I am in the CodeRED database?
- Yes. If they would like to submit additional information, such as cell phone numbers, text and email information, they must visit your website and click on the Logo. CodeRED always de-duplicates by phone number, so if they are unsure if they are registered, they should just submit their information again. This will ensure they are in the database!

Why did CodeRED call me several times?
- If there is no answer and they do not have an answering device, the number will be attempted up to 3 times.

It called me but no message played.
- If they answer and do not say hello, CodeRED will not begin playing automatically. It is trying to determine if it has reached a live person or answering device. If they do not say anything, it will hang up and retry the number in the next pass of the non-connected numbers.

Why did it leave only part of the message on my answering machine?
- CodeRED will leave a message on an answering device. There are many different brands and types of capturing devices for leaving a message. <u>Occasionally</u> something about the answering device or the beep of the device causes the system to think it has reached a live person and begins playing the message. When the message is left, it only leaves part of the message. They can call back the <u>866-419-5000</u> and receive the entire message. This does not happen often. We are calling approximately 23,000 records. There is a chance that they may get a few of these.

Why does my phone ring once and hang up? It has called me twice and won't let me answer it.
- If they have a ring back tone, which plays a song instead of ringing, the system will interpret this as an Operator Intercept and hang up, only to retry the number. They have two options. They can remove the ring back tone **or** they can contact their cell phone provider and request that the phone number <u>866-419-5000</u> for CodeRED bypassed by this feature.

Additional Question not addressed above.
- Call the Town Hall at 508-485-0710 or email <u>CodeRed@southboroughma.com</u>
  - Please provide your Name and Phone Number/s.
- Someone from the Town or CodeRED directly will contact them to offer further assistance within a few days