

Types of Disaster Recovery

Creative Telecoms Disaster Recovery service can be used and manipulated in an endless number of ways for various reasons and results; however there are two main ways in which Disaster Recovery is implemented for use both of which I will go through in this document revealing the benefits of each setup.

The two types are **Dynamic Broadcast** and **Emergency Routing**. Both can be done at the flick of a switch in the iPhone / Android apps we have made available. All services have the ability to deal with up to and beyond a staggering 350,000 simultaneous callers.

Flick of a switch – Emergency Routing

The main purpose of Disaster Recovery is of course to cater to situations that impede a business's ability to answer calls at work/in the office. This could be something simple like a building fire alarm drill to a department meeting, to more serious reasons like severe weather such as snow or flooding or truly wild situations such as epidemics or terrorist attacks.

A typical scenario would be to send the department's incoming calls to employee mobile phones. With the flick of a switch all office calls would then proceed to workers mobiles if their mobile numbers have been added to the list. Interesting things can be done here, such as routing calls to the mobiles on a percentage basis so that everybody gets their equal share of calls and no one is ever overburdened.

Alternatively if you have a receptionist and would like calls to still be screened and distributed by this person/persons we can set up mid-call diverting so they can send calls to other workers, just like a receptionist would in an office environment with a switchboard. All calls can be traced via your accounts reporting and you can see who answers what calls to keep on top of everything. Should you wish it we can also record calls which you can then review.

The presiding principle behind Emergency routing is that it has to be planned carefully; once that's done you can forget about it until it's needed. Peace of mind.

Flick of a switch - Dynamic Broadcast

Dynamic Broadcast allows you at the flick of a switch to deliver messages to your callers. This is particularly useful for coordinating large events and delivering information to people at a moment's notice.

The message the caller will hear can be changed by you at any point, using the Creative Telecoms Control App. Simply record your message and upload it to the service and all callers will hear it when they call the number.

If you would like to learn more about how the Creative Telecoms Disaster Recovery can benefit your business please call 0800 019 1117 or email enquiries@creative-telecoms.co.uk