



How a Global Food Beverage Organization Digitized its Emergency Action Plans and Improved Confidence by 70% with Guidebook



CHALLENGE

When a global food and beverage company sought to modernize its binder and paper emergency action plans, the organization enlisted BSI, an international business standards company, to identify and implement a solution across its North American facilities.



SOLUTION

Guidebook stood out as the ideal solution for this information modernization project. The Guidebook platform provides the flexibility and scalability for BSI and its client organization to customize and scale mobile Emergency Action Plans across its facilities.



RESULTS

Today, the client organization has taken its Emergency Action Plans mobile, equipping thousands of employees and stakeholders with up-to-date information at all times. With Guidebook, confidence in emergency preparedness increased from 20% to 90%.



BSI, an international business standards company, helps organizations all over the world make excellence a habit. When a global food and beverage company sought to modernize its binder and paper emergency action plans, the organization enlisted BSI to find a solution to implement across its North American facilities. BSI set out to meet the organization's needs.

Solution requirements:

- Scalability to implement across organization's North American facilities
- An easily accessible solution for all employees and stakeholders
- A reliable solution that provides offline access

With this in mind, BSI identified mobile as the ideal solution.

"Oftentimes, in an emergency, a mobile phone is the first and only thing a person will reach for"

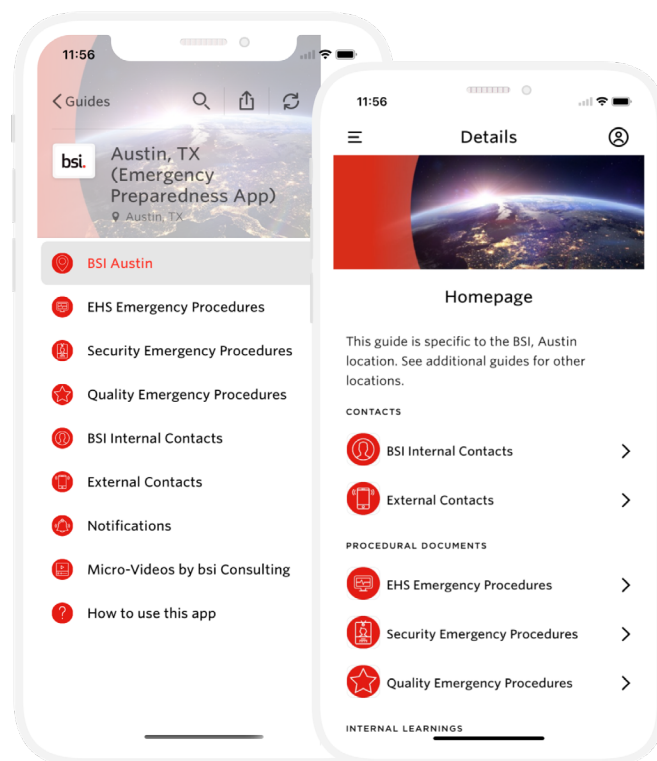
-Jacob Zollinger

National Practice Director, Information Solutions, BSI

Given that ensuring critical emergency response information is accessible is a top priority, offering information on a mobile app was the decision.

Discovering the Best Mobile Solution

After extensive research, BSI identified Guidebook to deliver a scalable mobile solution. Together, Guidebook and BSI were well-positioned to bring together the best in-house technology from Guidebook's implementation team and the insights from BSI's Information Solutions organization, and the right technical skillset from emergency response experts to deliver a custom solution to meet the client's needs.



The Guidebook platform offers a suite of features built to inform and engage audiences. Document libraries, custom lists of information, surveys, and web links enable organizations to efficiently organize and share important information. Further, Guidebook's mobile Guides are highly scalable, giving organizations the ability to replicate a single Guide across hundreds or thousands of sites. The Guidebook solution provides the flexibility to customize a tool that meets the needs of Emergency Action Plans.

Modernizing Emergency Actions Plans

An Emergency Action Plan (EAP) details how employers and employees should respond during an emergency. Traditional EAPs and general market solutions have significant drawbacks. These plans tend to be physical



binders of documents, providing no automation or mobility – which is less than ideal in a crisis situation.

Additionally, traditional EAPs are time-consuming to maintain and rely on manual information updates. Further, they lack the feature sets, internal and external communication plans, or standardized practices essential to your business and industry now available. Often the result of outdated EAPs is time and money wasted, as well as critical gaps in safety.

Modern EAPs use technology to improve processes and communication, and in turn, improve confidence in those action plans.

To develop and deploy the EHS Preparedness mobile application, the client identified anticipated use, design needs, and any known roadblocks to user adoption. Guidebook worked with BSI to develop an organization strategy to optimize access to vital information via mobile.

Development and Implementation

Throughout the process, BSI served as a trusted advisor within the client organization to identify critical demands for a unified solution. Guidebook met technical development and integration needs, including:

- Client branding in both iOS and Android app stores
- Tools for collaborative building
- Broad accessibility
- Easy management of change
- Quick access to “Significant Incident” workflows
- Speed-to-deploy solution (12-24 weeks)
- Human Resources Information System integration
- SSO (Single Sign-On) compatibility

The Guidebook platform offers the flexibility required to build the secure, custom mobile app the client required.

BSI and Guidebook partnered to scale the solution for the client’s 400+ sites, making it accessible to nearly

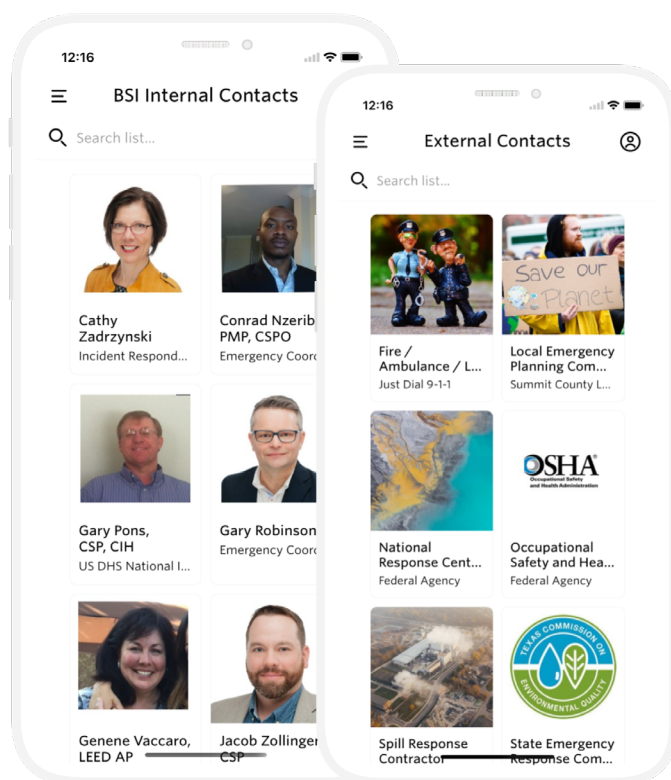
5,000 emergency response stakeholders within the organization. Within the organization’s single app, Emergency Action Plans are available for each site.

Immediate Improvements with Mobile

Guidebook and BSI deployed the mobile solution across 400+ locations. In completing implementation, the Guidebook helped the client go completely digital to eliminate printing and streamline communications.

Today, critical information is easily accessible on mobile, and updates can be made and pushed out seamlessly.

Going mobile has increased the client’s confidence in their emergency action plans by moving to mobile. With Guidebook, confidence has increased from 20% to 90% overnight.





About BSI

BSI is the business improvement company that enables organizations to turn standards of best practice into habits of excellence. For over a century BSI has championed what good looks like and driven best practice in organizations around the world. Working with 84,000 clients across 195 countries, it is a truly international business with skills and experience across a number of sectors including aerospace, automotive, built environment, food, and healthcare.

Through its expertise in Standards Development and Knowledge Solutions, Assurance, Regulatory Services and Consulting Services, BSI improves business performance to help clients grow sustainably, manage risk and ultimately be more resilient and trusted.

Guidebook

Guidebook empowers organizations to create beautiful feature-rich, custom mobile applications – without any coding. Businesses, associations, and universities around the globe choose Guidebook to engage and inform audiences, whether in-person or virtually.

More than 100,000 organizations, including industry-leading brands such as Coca Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities have selected Guidebook as their mobile application platform of choice.

Guidebook-powered apps have been downloaded more than 14 million times in over 75 countries. Based in San Francisco, Guidebook is a private, venture-backed, award-winning company with offices in the U.S., Europe, and Asia.

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