

Summary

Client Success Story

Sereno Group, a leading residential real estate brokerage in Silicon Valley and the Pacific Coastal Markets, partnered with Regroup Mass Notification to improve emergency notification of critical events like severe weather, wildfires and other unexpected crises.

Regroup presented Sereno Group with a reliable, cloud-based solution that would enable them to deliver critical alerts to mobile devices and reach geo-dispersed employees, wherever they are, when a crisis occurs.

By partnering with Regroup for emergency notification, Sereno Group benefits from a wide array of features and tools for improved critical alerting, at a cost-effective price.

Regroup delivered:

- An encrypted mobile app with advanced push notification technology
- Unlimited user groups and admins
- SMS/text, push, voice, and email messaging
- Unlimited training and 24/7 client support
- 99.99% uptime and geo-dispersed data centers



Sereno Group



Challenges

Prior to partnering with Regroup, Sereno Group was reliant on email for alerting their 300+ employees to emergency situations.

Additionally, Sereno Group lacked a backup for emergency communications when their email server was down or otherwise unavailable.

The Regroup Solution

- Regroup's multimodal communications platform immediately improved Sereno Group's emergency notification process, by enabling them to easily reach on-the-go employees through Regroup's AlertManager mobile app.
- Sereno Group found that Regroup's push notification technology is ideal for critical alerting, as potentially life-saving information is put directly in front of staff so alerts cannot be overlooked or ignored.
- Sereno Group was able to streamline their emergency notification process and dramatically improve emergency communications between its nine offices and staff in the field. And, leadership has found that oftentimes employees are more responsive to push notifications than traditional email.

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Regroup meets all of our needs and is extremely easy to use.

Tim Proschold, Vice President, Group Strategy & Success
Sereno Group, Los Gatos, California

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