



CLIENT CASE STUDIES | KIMBERLY-CLARK

Kimberly-Clark Keeps Employees Informed and Safe During Hurricane Maria with OnSolve®

Company Profile

Leading CPG brand provides health, hygiene and well-being products to customers in more than 175 countries.

Challenge

With employees spread around the globe and a significant presence in hard-hit Puerto Rico, Kimberly-Clark's Global Security Team needed a way to quickly communicate to employees in Hurricane Maria's path.

With a powerful hurricane bearing down on the Caribbean, this global company needed to reach employees quickly and reliably through multiple modes of communication.

Kimberly-Clark (NYSE: KMB) and its well known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share positions in 80 countries.

Solution

By utilizing the OnSolve Critical Communications product, Kimberly-Clark was able to communicate with employees through multiple modes, including email, home phone, mobile phone and SMS.

Results

OnSolve allowed Kimberly-Clark to geo-target employees in affected regions and use two-way messaging to rapidly verify the safety of all 120 Caribbean employees in harm's way.

Kimberly-Clark's global presence and impact also presented a challenge for its Global Security Team: how to rapidly communicate with employees scattered across the globe leading up to, during, and after an emergency event occurs to ensure the safety of the workforce. Seeking to better address this challenge, Kimberly-Clark turned to OnSolve, the leading global critical event management provider, for its easy-to-use, web-based and mobile critical communications product that ensures fast, effective communication when it is needed the most.

Challenge

A core part of the Kimberly-Clark Global Security Team mission is to engage when any crisis occurs that impacts workers and facilities. The crisis management planning had to account for the fact that severe weather events are increasing in intensity and volume, which means that the Global Security Team needed a reliable, scalable method to communicate with approximately 52,000 full-time and contract employees so that they could stay safe and protected when any crisis emerges.

The OnSolve Critical Communications product was quickly put to the test in September 2017 when Hurricane Maria struck several Caribbean countries, as well as Puerto Rico, a U.S. Commonwealth. Kimberly-Clark had a workforce presence throughout the Caribbean, including more than 120 employees in Puerto Rico. With telecom infrastructure mostly unavailable, the Global Security Team leveraged OnSolve for a crisis management plan to protect all employees in harm's way.

Solution

The Kimberly-Clark Global Security Team put in place a comprehensive crisis management plan leading up to when Hurricane Maria made landfall, and once it did, the Team engaged the OnSolve Critical Communications product to reach employees quickly through multiple modes, including email, home phone, work phone, mobile phone and SMS. OnSolve provides organizations with several key capabilities to effectively plan for and manage emergency events:

- **Seamless integration with HR database** - With more than 50,000 employees, personal and business contact information changes frequently, and during a crisis you can't afford to be communicating to out-of-date mobile, work and home phone numbers as every second matters. Kimberly-Clark was able to easily integrate OnSolve with its Workday-powered HR database, so that whenever employee information changed, it was updated in the Critical Communications system.

- **Geo-targeting** – Businesses with highly distributed workforces are going to find situations when alerts need to be directed to a specific area to ensure only those recipients are notified. The combination of speed and relevancy can help organizations reach those impacted with targeted notifications.
- **Reliable two-way communication** – Ensuring employee safety and continuity of operations is difficult to achieve by simply pushing out alerts. Business and security decision makers need a way to ensure the delivery of real-time, mission critical notifications in any message format needed, as well as a method for individuals to “respond” back to an alert in order to deepen context when possible for events like a hurricane. Kimberly-Clark also used this feature following a 2016 terrorist attack in Paris to ensure the employees there were safe
- **Automated notifications** – Ultimately Kimberly-Clark wants to ensure the safety and security of every employee while shortening the time between the occurrence of an emergency event — in this case Hurricane Maria — and the resolution of that incident. This requires removing as many manual steps as possible. OnSolve enables users to automate notification delivery based on pre-defined rules and triggers that would determine who should get the notification, what the message should say, and when it should be delivered.

With OnSolve, Kimberly-Clark is able to:

- Rapidly create voice, text and email messages
- Easily build custom recipient groups to fit its unique business and crisis management needs
- Receive and analyze vital feedback from message recipients
- Track all notification activities in online reports for auditing and after-action reporting
- Maintain emergency call system contact data through its existing HR database

Results

For Puerto Rico, Hurricane Maria was unfortunately a once-in-a-lifetime storm with an impact that will be felt for years to come. The devastation presented several communications challenges for Kimberly-Clark and other organizations, ranging from power outages to downed telecom infrastructure.

With the assistance of OnSolve's two-way messaging capability, Kimberly-Clark was able to quickly verify the safety of all 120 employees and provide them with additional information in the storm's aftermath. Since Hurricane Maria, Kimberly-Clark has leveraged OnSolve's emergency mass notification system for numerous global severe weather events.

Kimberly-Clark continues to be an innovator and early-adopter in expanding use cases for mass notification. IT and security personnel are being trained to use OnSolve to manage cybersecurity incidents, setting up their own crisis response team that takes action if cyberattacks occur and they need to mobilize.

Kimberly-Clark is also in the process of launching StaySafeWithKC, a module within the OnSolve Mobile app that provides the Global Security Team with an additional method to reach employees. The employee does not need wireless network connectivity, so even if text messaging and voice calling are down, the app will still be able to notify employees with alerts and prompt action. And with the app, Kimberly-Clark does not have to solely rely on an employee's mobile number entered in its HR database — as long as the employee has the app then there is a way for Kimberly-Clark to reach out to them.

“Kimberly-Clark is pleased with the ability to integrate OnSolve with HR and other information databases so that we can quickly reach out to people around crisis events. The system's ease-of-use has greatly helped with adoption across our enterprise, and we look forward to exploring new and innovative capabilities that will further allow us to protect our greatest asset — people.”

— Karen Rines

Kimberly-Clark Global Security Team Project Manager

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