

# Versaterm CommunityConnect

## COVID-19 Case Study

### Helping Agencies Respond to the Threat

The sole mission of Versaterm CommunityConnect is to give law enforcement agencies the technology they need so they can provide their community members with the service they deserve. We do this by helping our agencies more effectively communicate with their customers directly.

When the COVID-19 crisis began, we watched law enforcement agencies around the country adapt quickly in response. Our customer agencies immediately utilized the Versaterm CommunityConnect platform to help them respond to the crisis directly. They did this by adding COVID-19 specific content to messages being sent to their 9-1-1 callers and crime victims, while also adding COVID-19 response-focused survey questions to their customer surveys.

These messages helped them tackle five of their most important challenges while responding to the pandemic:



They had to **limit the exposures their patrol officers had to the public** and vice versa. This was to prevent the virus from spreading within their ranks, and to also prevent spreading the virus to community members.



They had to **quickly educate the public** on what to do to prevent the spread of the virus.



They had to **maintain a constant stream of updates** in regard to federal, state and local COVID-19 guidelines.



They had to **maintain a high level of customer service**, despite their inability to respond to all calls for service in-person.



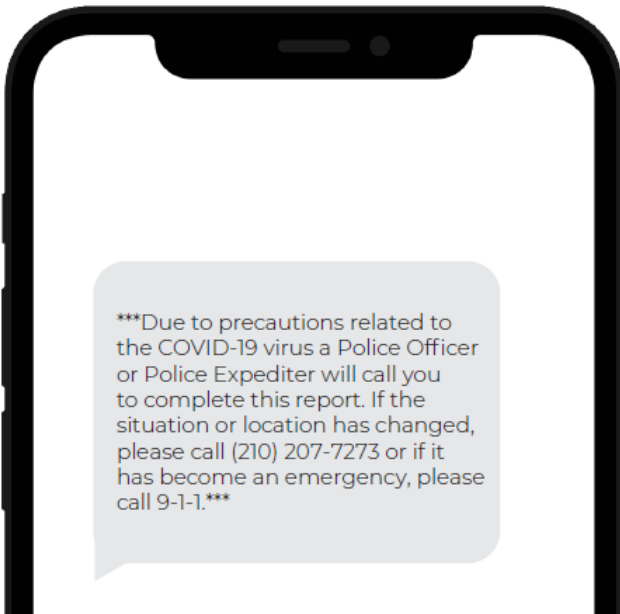
They had to **rapidly listen to their community members**, understand their concerns, and respond accordingly.

Our customers came up with creative solutions to solve the above challenges using the messages sent out by the Versaterm CommunityConnect platform. The following pages highlight these solutions, with feedback from our customers on the benefits they provide.

## SAN ANTONIO POLICE DEPARTMENT, TX



San Antonio Police Department identified calls for service which were likely to result in telephone reports. They advised 9-1-1 callers via text message that their report would be taken telephonically and guided them through the process.



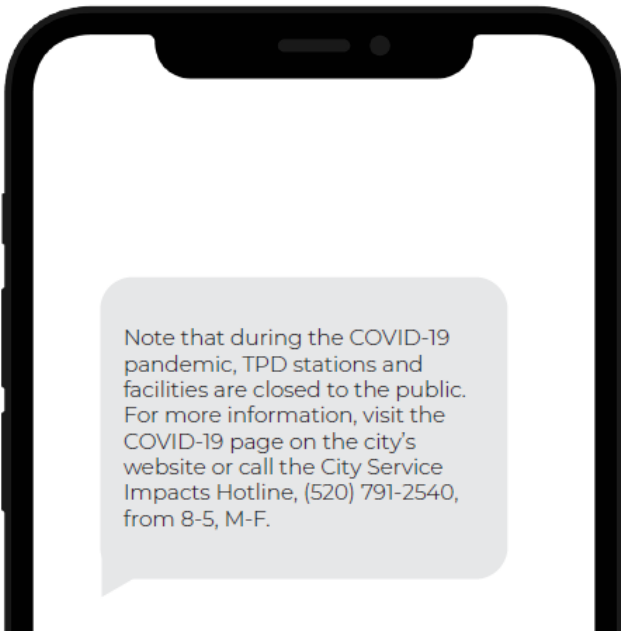
*"Versaterm CommunityConnect [formerly SPIDR Tech] is helping us complete telephonic reports, which are vital to our COVID response plan. It is keeping both our officers, and our community members, safer while we adapt to these circumstances."*

**Chief William McManus**

## TUCSON POLICE DEPARTMENT, AZ



Tucson Police department sent emails and text messages to crime victims and 9-1-1 callers, advising them their police stations and facilities were closed to the public and providing them with more information.



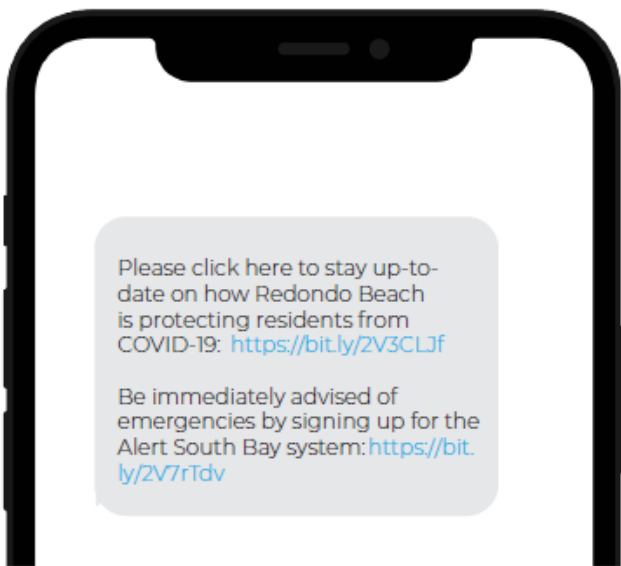
*"We were already using Versaterm CommunityConnect [formerly SPIDR Tech] to provide modern customer service to our 9-1-1 callers and crime victims. Now, we are using it to help us respond to the COVID crisis. We're glad that we have Versaterm CommunityConnect [formerly SPIDR Tech] to help us communicate with our community and support us during this time."*

**Assistant Chief Eric  
Kazmierczak**

## REDONDO BEACH POLICE DEPARTMENT, CA



Redondo Beach Police Department sent text messages to their 9-1-1 callers, advising them on how their city is responding to COVID-19, while also asking them to sign up for their public alerting system. Increasing their alert system sign-ups was vital to communicating with their community.



*"Versaterm CommunityConnect [formerly SPIDR Tech] allows us to send up-to-date information regarding our COVID response directly to our 9-1-1 callers. It also allows us to ensure more residents are signing up for our alert system. This helps us communicate with our community at a time where communication is more important than ever before."*

**Chief Keith Kauffman**

## ALLEN POLICE DEPARTMENT, TX



Allen Police Department recorded a special video, in which the Chief of Police answers frequently asked questions regarding COVID-19 and included it in outgoing text messages to their 9-1-1 callers.



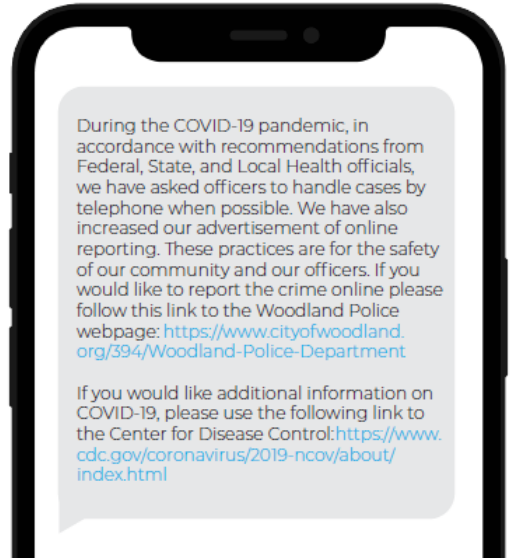
*“The primary function of the Versaterm CommunityConnect [formerly SPIDR Tech] platform is to use technology to increase communications with the community we serve. We are able to quickly update our outgoing communications to better inform callers in our community of changes in our police responses due to the COVID-19 pandemic. Most outgoing messages also contain a link for more information of how police operations have changed during these unprecedented times.”*

**Deputy Chief Ken Myers**

## WOODLAND POLICE DEPARTMENT, CA



Woodland Police Department instructed specific 9-1-1 callers to file their crime reports online to support distance policing. They also shared up-to-date CDC information regarding COVID-19.



## CHULA VISTA POLICE DEPARTMENT, CA



Chula Vista Police Department prepared their 9-1-1 callers for the possibility of a telephonic report. In the chance that an Officer does respond in person, they prepared the callers for the unique actions that the officer may take to protect them from exposure.

