Business Continuity Management
with Threema Work

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In an emergency, efficient internal communication is essential to over-come the crisis without major losses. If a company is subject to a cyber-attack, it should not use communication tools that might be compro-mised. Instead, a secure, trustworthy, and reliable business messenger like Threema Work is required.

Threema Work is the ideal communication channel for various scenarios and ensures efficient communication and collaboration even in the event of a crisis.
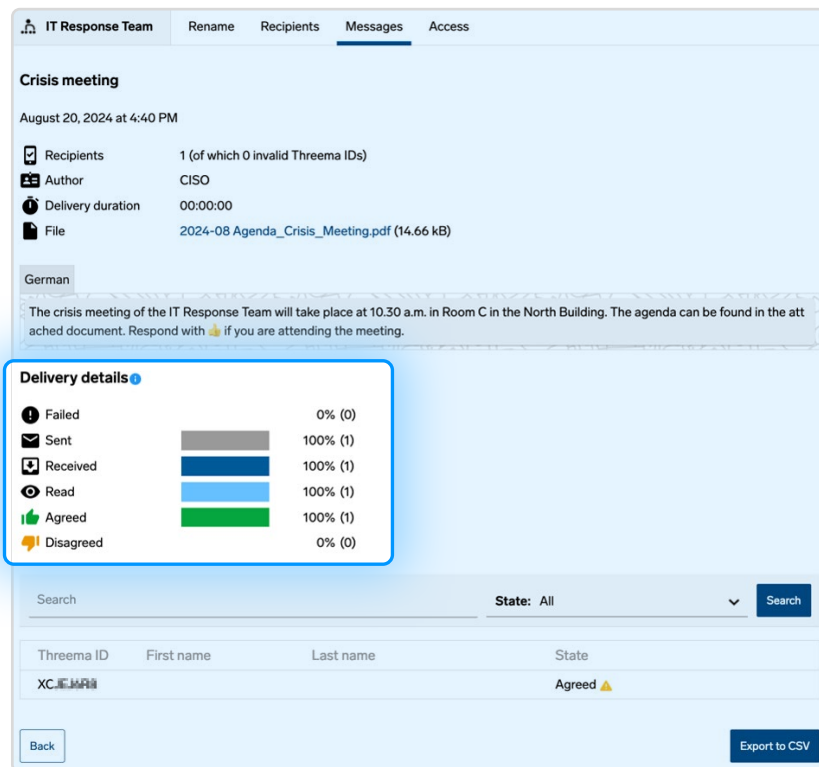
Fast and Secure Communication with Employees

In exceptional circumstances, Threema Work allows you to reach your employees in a fast and targeted manner. You can forward important information, instructions, and updates in real time and send them to entire teams or departments at once.

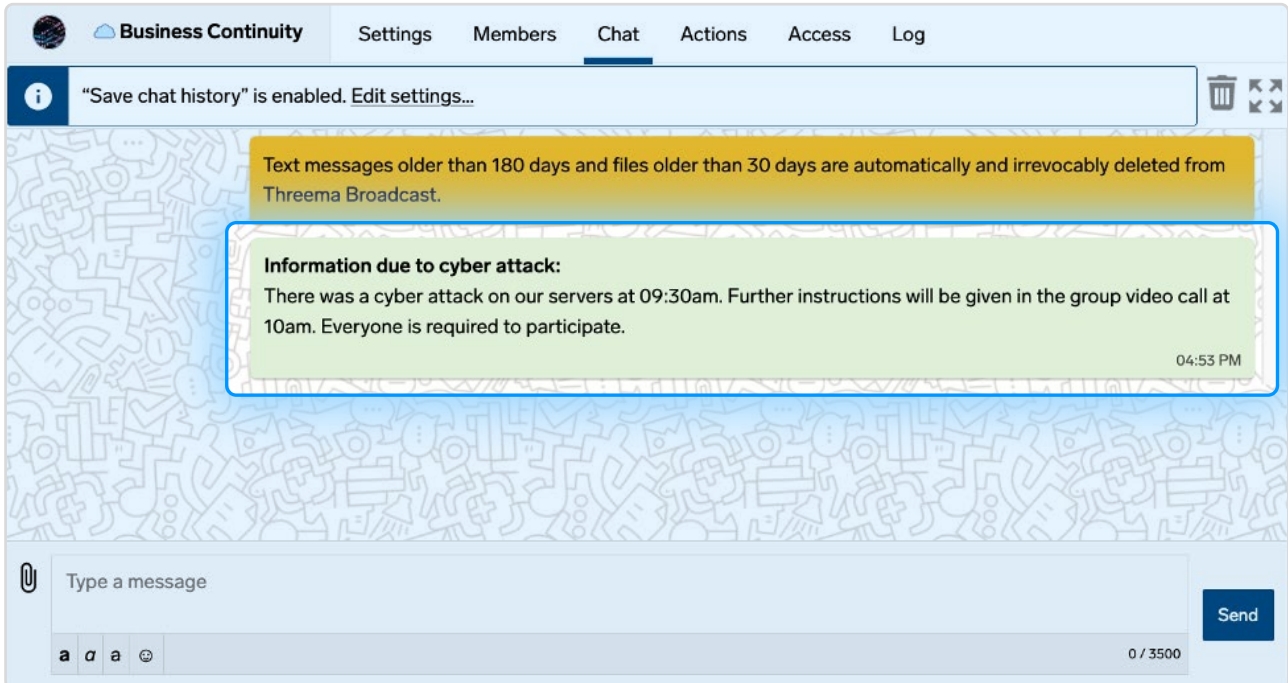# Information Distribution and Real-Time Updates

With Threema Broadcast, you can create distribution lists in advance and use them in case of a crisis to distribute emergency plans and guidelines to the entire workforce. This way, you ensure that everyone involved has access to the same information and is able to react to the situation appropriately.

If the "Track delivery" option is activated for a message sent to a feed or distribution list, Threema Broadcast displays employee feedback in real time. This allows you to see when an employee has read a message or reacted with "👍" or "👎" (see screenshot on the right).

Coordination of Teams and Tasks

To coordinate teams efficiently in an emergency, it's advisable to have respective groups set up in the management cockpit. These groups are useful to assign tasks, monitor progress, and exchange information about the current situation.

We recommend setting up such groups in Threema Broadcast in good time to be prepared for any crisis. The following screenshot shows an example of groups that could be relevant for business continuity.
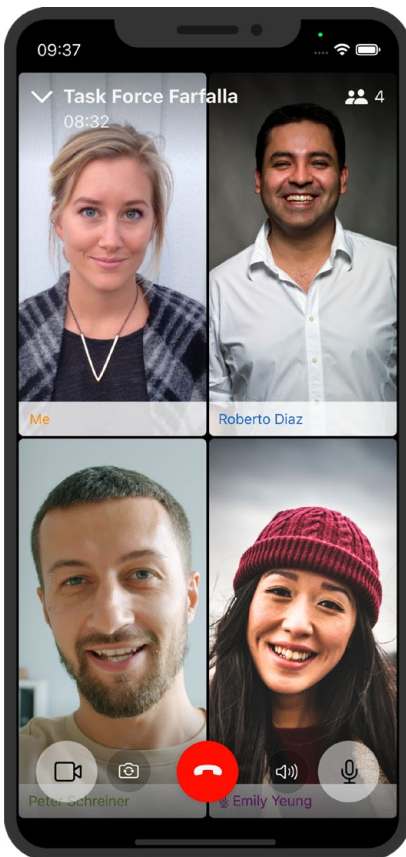
Information Retrieval via Interactive Chat Bots

Threema Broadcast's chat bots allow you to create information retrieval systems that enable your users to get guidelines such as an emergency plan or contact lists right in Threema Work. Users simply enter a command and instantly receive the pre-defined answer as reply.

Crisis Communication with External Partners

In case of an emergency, both employees and external parties have to be informed about what's happening. Threema Work is the ideal tool for efficient collaboration and fast communication with external partners, suppliers, and customers. For example, you can start a quick group video call with the respective external parties with only a few taps.

Awareness Training

Preventive measures are the backbone of a successful business continuity management. Use Threema Work to organize training and awareness campaigns, and make sure your workforce is prepared for any situation.