

PARLANT™

Mass Communication Service (MCS)

Revolutionizing the way cities and towns communicate

State and local governments face tremendous and ever-increasing demands—not the least of which is effective and timely communication. Just like for-profit organizations, cities and towns face constant pressure to provide more and better services at lower costs, while at the same time maintaining the same level of reliability and transparency. Adding to that challenge is the fact that we now live in a world that demands constant access to information. The question is, how do you provide your residents with the information they need and with the information you feel is important, yet in a timely and cost effective manner?

With over 20 years of experience behind it, Parlant Mass Communication Services (MCS) is the most powerful and user-friendly mass communication service available. Parlant MCS will give you the ability to provide more timely information for a wide variety of situations, including:

- Emergency messaging
- Locale-specific communication
- Past-due account notices
- Proactive community updates
- Reminders, alerts, notices

Emergency Notifications

When emergencies occur, it is essential that you have a reliable way to contact your residents—immediately. Parlant MCS offers a quick and easy way for you to send an emergency message from anywhere, in just seconds. Parlant maintains multiple, redundant data and call centers around the country in order to make sure your messages will be delivered when you need them delivered. In the event of an emergency, you will be able to send out tens of thousands of messages in minutes, enabling you to reach your entire city population quickly and effectively.



When situations arise that are limited to a certain geographic area, you need to quickly get information to the people who are directly affected. Broadcasting a general message to the entire population will only result in confusion. Our GIS mapping tool allows you to easily send a message to a specific, targeted area. This will greatly enhance your ability to provide updates regarding; mainline breaks, road work, planned repairs, and more. And with our 24x7 Customer Support, we are always there to help you when you need it.



HIGHLIGHTS

- Dependable communication
- Emergency notification
- Automated utility updates
- Performance
- Reliability
- Speed
- Easy to use
- Available anytime, anywhere

BENEFITS

- Reduced costs
- Improved productivity
- More timely information
- Enhanced 2 way communication
- Multi-modal delivery
- Increased community support

Since Parlant MCS is a completely web-hosted service, there is no on-site equipment to manage and messages can be recorded and sent from any location with Internet access or even directly from any telephone. And if you use an iPhone, we have an App for that.

Reduce Costs, Improve Productivity

Parlant MCS will automatically notify people about their past due balances via telephone and email, which will reduce your printing and postage costs. Many cities are starting to turn to electronic newsletters, which help save even more in printing and paper costs. These automated notifications free up staff, allowing them to work on other matters, thus improving their productivity.

One Parlant customer greatly reduced their printing, paper, and postage expenses when they started using our service to send weekly updates and monthly newsletters electronically. The savings they realized more than paid for our service.

With Parlant MCS you will:

- Drastically reduce fear and confusion by providing quick and timely updates
- Deliver an emergency priority message to everyone within an hour
- Reduce the expense of collecting past due accounts
- Increase community support and satisfaction

Multi-Modal Delivery

It is critical that you have the ability to reach your community members through multiple delivery points. For some people, a phone call is preferred, while others may prefer email or SMS text messages. Social media has also become a popular method for communicating with some. And smart phones now allow people to stay connected whether they have Internet access or not. With Parlant MCS you can simultaneously send your messages via all of these devices:

- Landline/mobile telephone
- Fax Machines
- TTY Devices
- SMS
- E-Mail
- Twitter
- Facebook

It is not just about sending messages. It's about getting information to your constituents when they need it and in the manner they want it.

Enhanced 2-Way Communication

Parlant MCS provides you with the ability to build highly-engaged and trusted relationships with your community members. One of the best ways to improve community support is by making it easy for your community to provide you with feedback. With Parlant MCS you can easily create and send a survey that can be taken via the web or telephone. Imagine getting immediate responses to a survey that you just sent out. We will make it possible for you to obtain that valuable information at a fraction of the cost of standard methods.



Parlant is a trademark of Parlant Technology, Inc.