

Bird Flu and Global Health Concerns Have Businesses Focusing on Business Recovery and Disaster Preparedness

Businesses start to consider business continuity needs in light of bird flu and other pandemic concerns. Communications seen as the focus of business continuity plans.

October 10, 2006 – One or two employees calling in sick can slow business progress, though large businesses may recover quickly. When 10%, 20% or 30% of a workforce call in sick, however, most businesses will suffer irreparable impairment.

Bird flu concerns, as well as anxiety over other unknown large-scale health threats, have businesses focusing on **business recovery plans**. “My company has started a dialogue on business recovery and continuity in case of bird flu or other illness,” Robert Melillo, 35, New York, explains. “Working from home is a possibility, especially after contracting with a **call center** to facilitate reliable communication,” Melillo continues.

Call center service providers have been receiving a greater number of inquiries from companies looking into redundant and emergency communication strategies in order to mitigate catastrophic economic loss as a result of a bird flu outbreak or other medical disaster.

“Our organization is still getting inquiries from companies concerned with terror threats and related issues that may impact business, particularly in the travel and tourism sectors. However, the bird flu has become an area of concern for many businesses apprehensive about a breakdown in communication resulting from large-scale staff deficiency,” Andrew Lewandoski, Sales Director for AnswerConnect.com explains. “While tactics vary from industry to industry, there has certainly been an up-tick in overall concern for corporate communications redundancy. We have had to evolve as well, focusing our core competencies on assisting businesses with high level communication, problem resolution, seamless customer service and resourceful communication procedures,” Lewandoski continues.

Regardless of industry, small, mid-sized and enterprise level companies are continuing to express concern with the potential impact of the bird flu or other viral outbreak which can devastate staff availability and cause extreme economic loss, especially when heavily invested in sourcing operations abroad. While redundant and **emergency communication systems** have long been acknowledged as a corporate necessity, studies suggest that fewer than 2% of companies in America have such a plan. Regardless of application, the value proposition and dependable nature of **call center service** providers may prove to be a wise insurance policy whether or not an outbreak occurs.

ABOUT ANSWERCONNECT

AnswerConnect is a full-service contact center located in the Pacific Northwest serving nationwide clientele. By investing in state-of-the-art technology and developing proprietary call center software solutions, we are able to offer a unique, and fully tailored solutions for businesses who wish to outsource their call management. By aggregating the potential costs of staffing, capital expenditures, and program development across our customer base, we are able to provide our customers with premiere service for a fraction of the cost of similar internal services.