

SWVE

BLUEPRINTS

How To Manage Scheduled & Unscheduled Outages



The Problem

Consumers rely on apps being available.

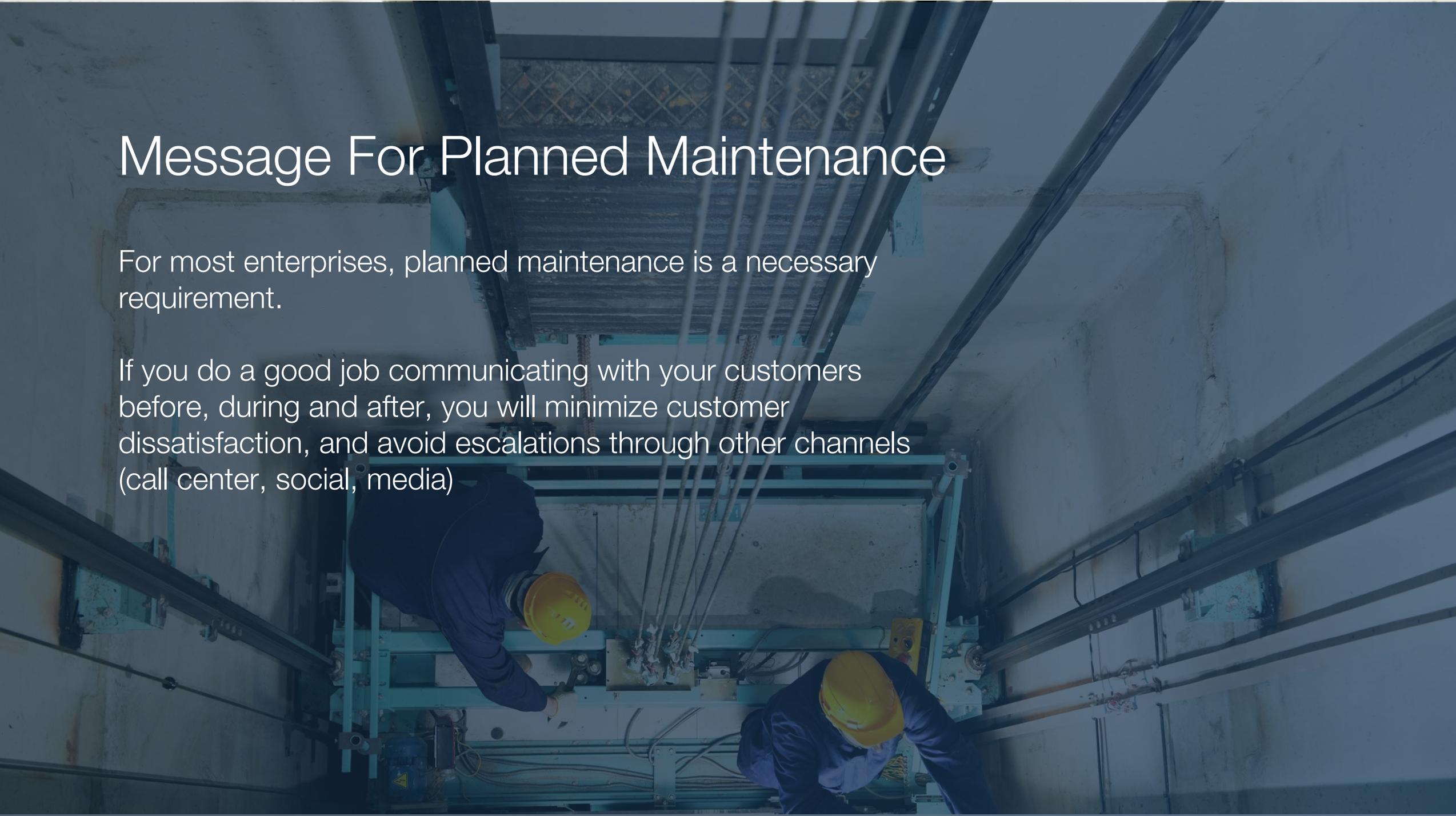
You therefore need an agreed and instantly deployable communications plan for times when your services are unavailable.

This means both planned and unplanned.

This Blueprint shows you how to do it.



Message For Planned Maintenance

The background image shows two technicians in blue uniforms and yellow hard hats working on a complex mechanical system, possibly an elevator or industrial machinery, in a dimly lit environment. The technicians are positioned on either side of a central structure, which appears to be a large metal frame with various components and cables. The overall scene is industrial and focused on maintenance work.

For most enterprises, planned maintenance is a necessary requirement.

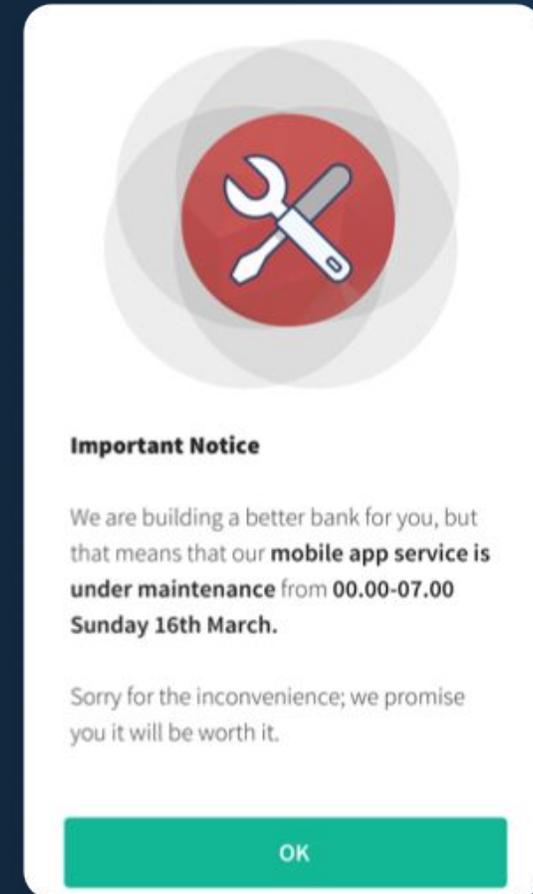
If you do a good job communicating with your customers before, during and after, you will minimize customer dissatisfaction, and avoid escalations through other channels (call center, social, media)

Notify Customer In Advance

For planned maintenance, deliver an in-app message to inform customers of upcoming downtime.

Time the trigger right. Most people will dismiss without reading on app session start.

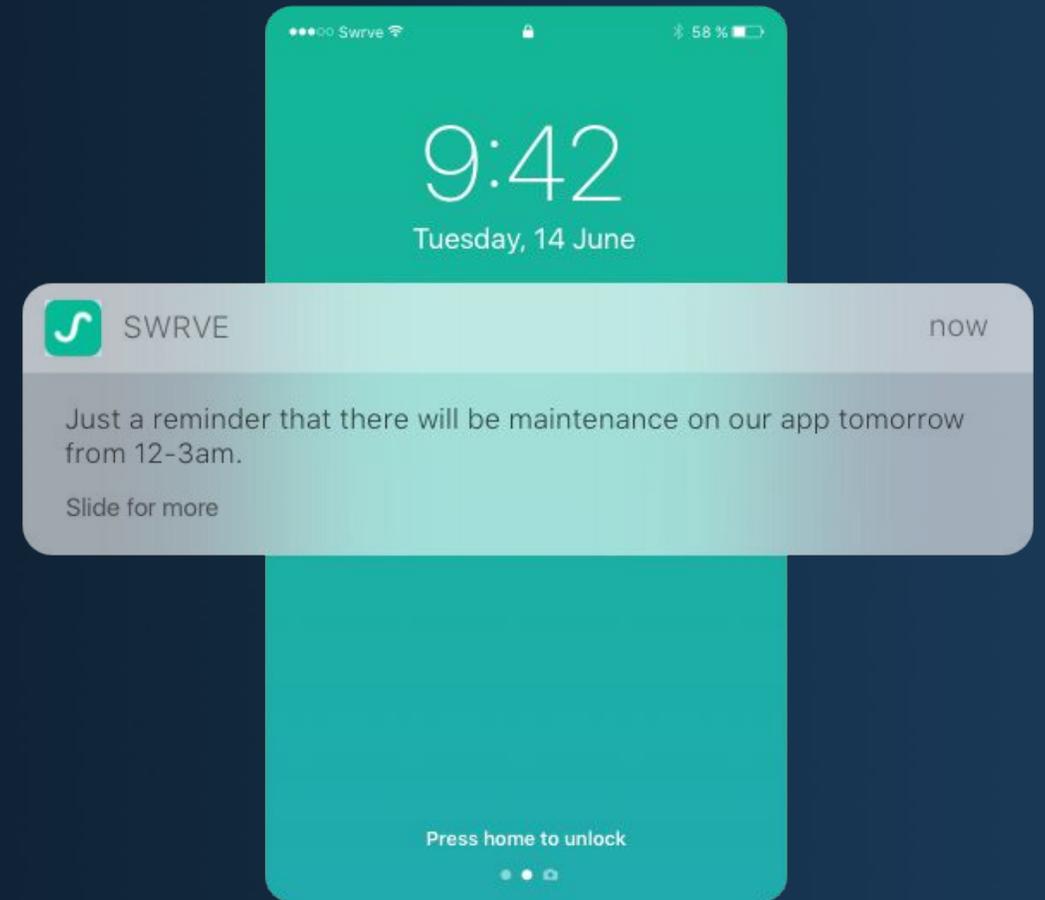
Wait until users have completed a task. We find messaging at the right moment increases read rates 10X.



Remind Them Closer To The Time

A push notification (and/or email) a few hours before serves as a reminder that downtime is approaching.

Alternatively you could send an optimally timed push when you know what time each user usually uses your app.

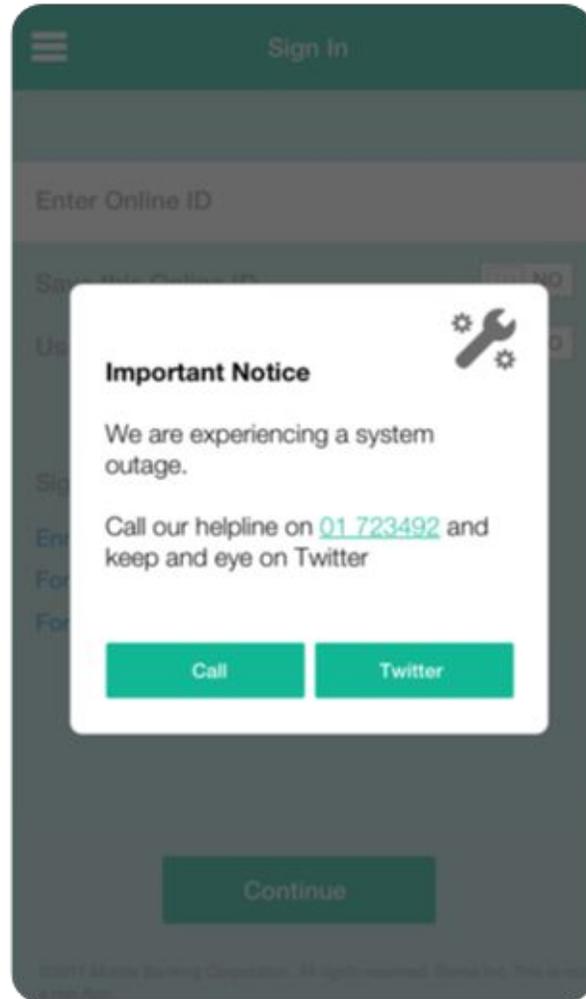




Display During Outage

The moment flight mode is turned off, Swrve triggers a personalized notification asking the passenger to rate the flight.

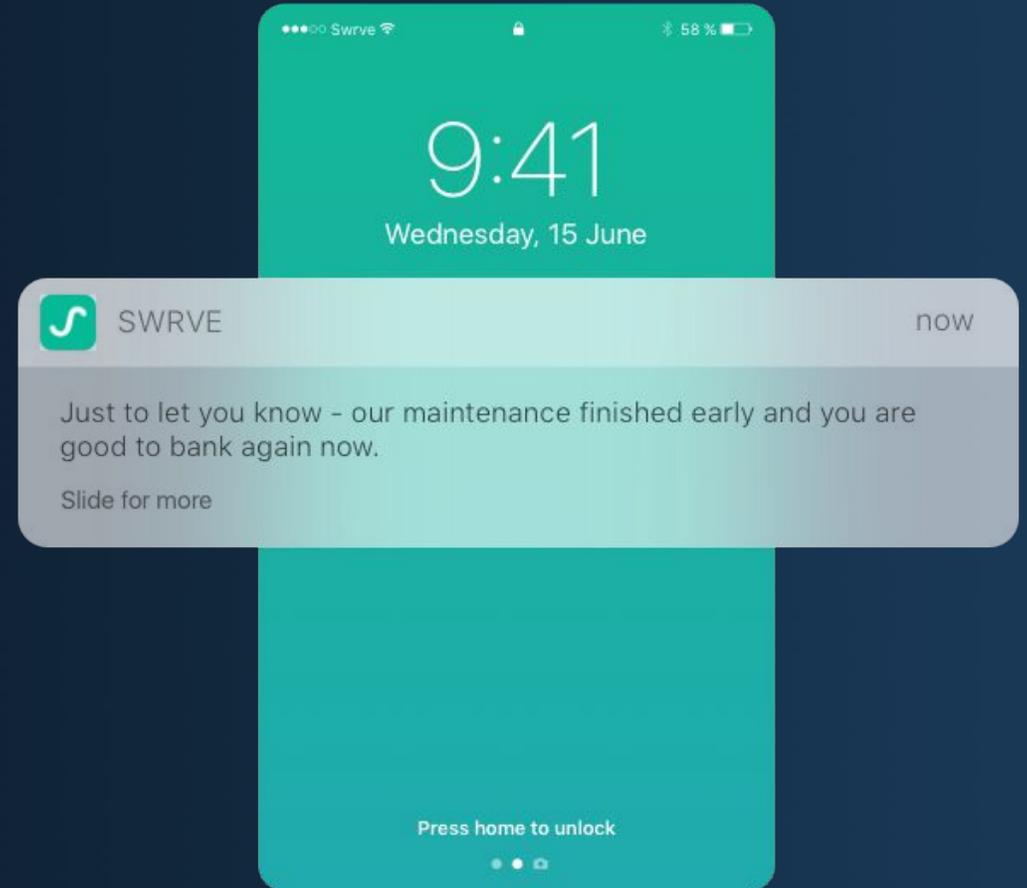
Swrve has cached the entire interaction on their device before departure, so no internet access is necessary.



Let Them Know When It's Over

Once maintenance is finished, and your service is running normally, send a notification.

That could be at 3am, but likely it's better to send at 8am in that user's local time zone.



Message For Unplanned Outages

Unfortunately things break from time to time.

It is crucial to plan your customer communications for when this happens and to provide support. Be prepared.

Create and save pre-planned push, email and in-app service messages so they can be deployed at a moment's notice.

These will still get through even when your service is down.

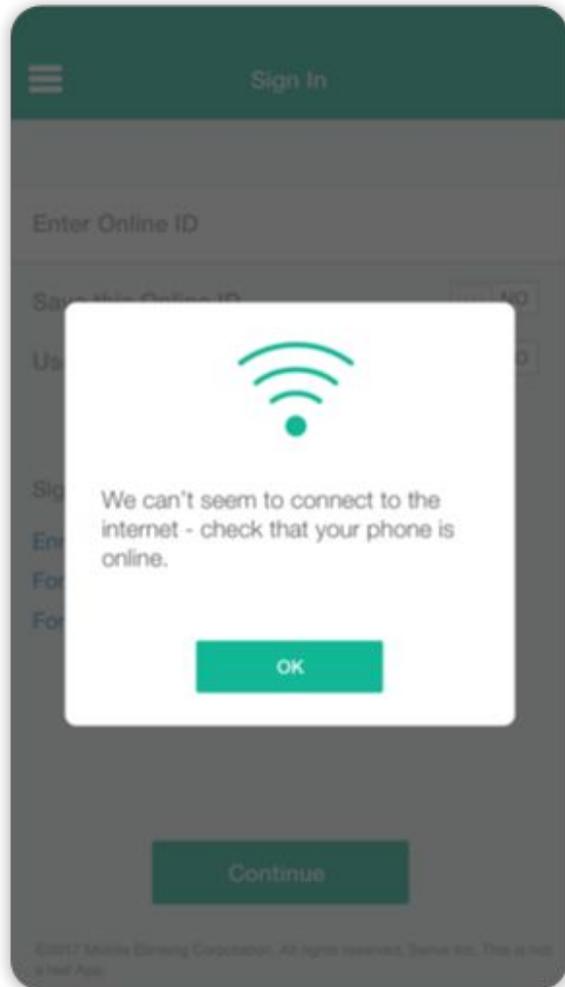


Triggered Messages

Depending on how you instrument your Swrve SDK, Swrve can know in real-time if your service has been affected.

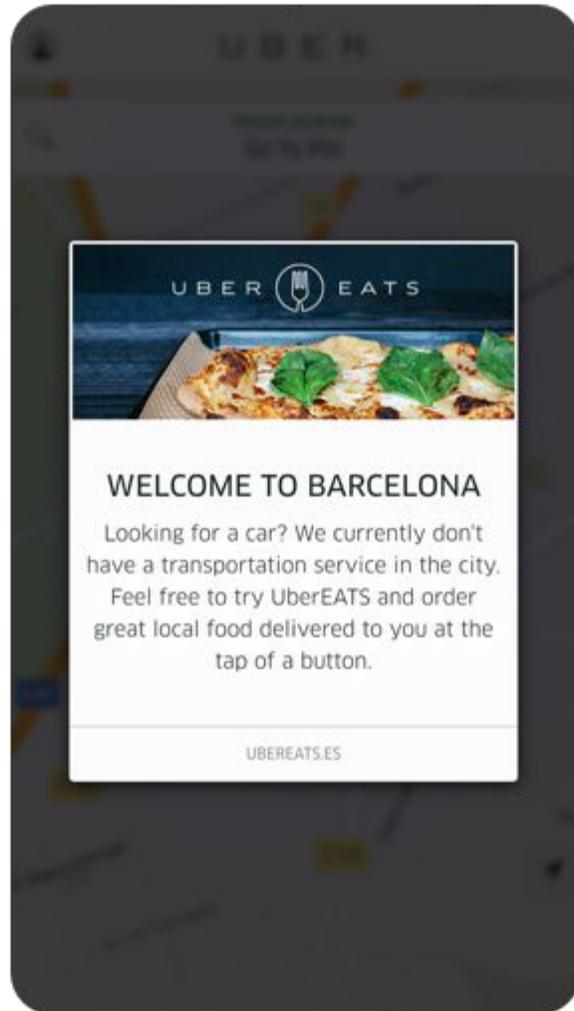
E.G. If the device has no internet connectivity, the issue is not with your service, but on your customer's side.

Use this data to trigger in-app messages explaining this to the user.





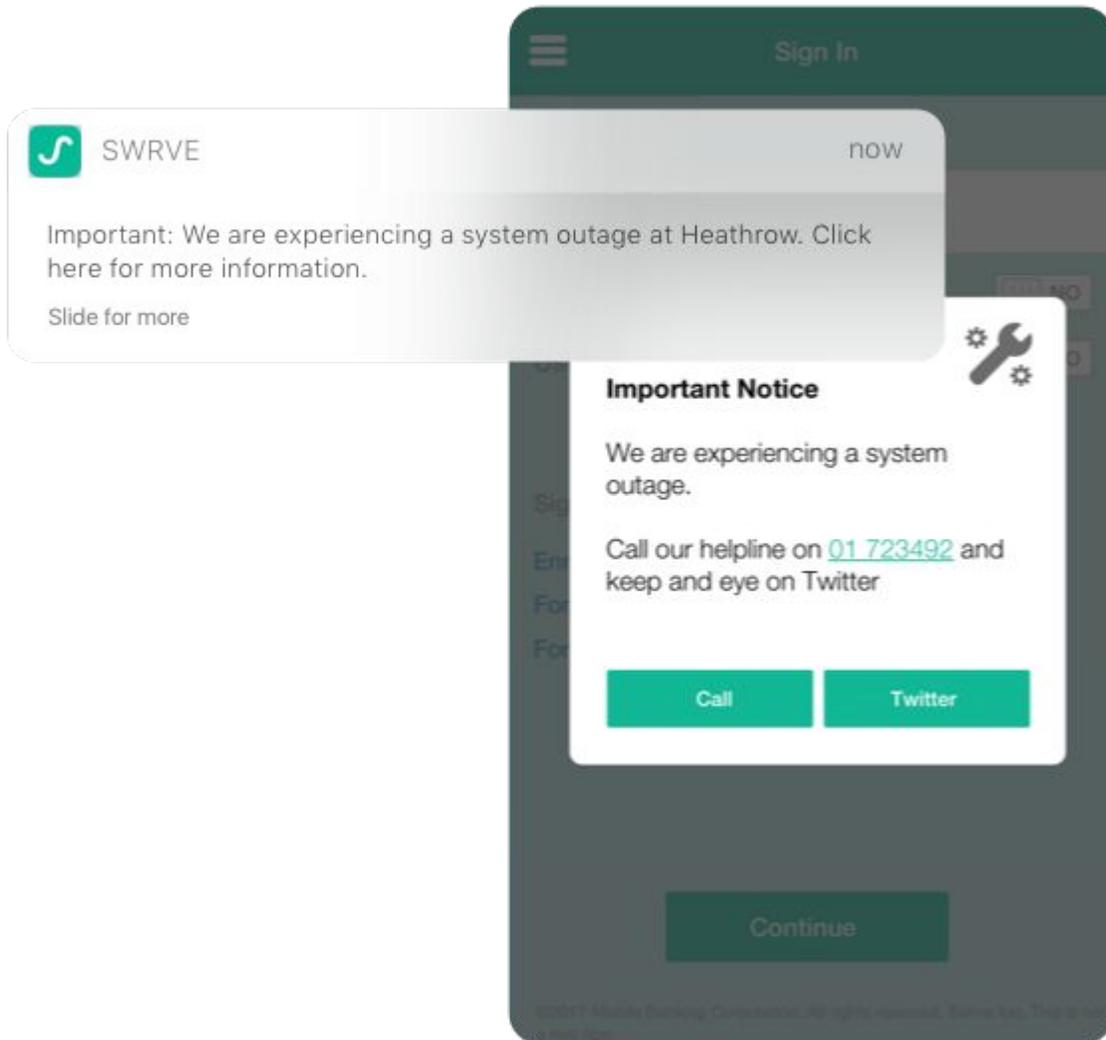
How Uber Uses Location To Personalize Service Messages



Uber does not operate in Spain. If you were unaware of this, it could be a problem.

Uber manage for this with a geo-triggered in-app message explaining the situation.

It gives an opportunity to cross-sell their Uber Eats service, which is available.



Use Location & Segmentation To Know Who Is Affected

Take the example of British Airways's system outage at Heathrow. How could this have been managed better?

A push notification triggered by a geofence, deep-linking to an in-app message providing support would have helped affected passengers.

Or use Swrve to look up who was travelling that day and message them across every channel.