

How James Avery Used RedFlag to Protect Associates During a Flash Flood Emergency

OVERVIEW

James Avery, a well-known jewelry retailer with deep roots in Texas, used RedFlag to rapidly respond to a sudden and severe flood impacting its headquarters and manufacturing facilities in Kerrville, TX. With hundreds of associates potentially in harm's way and no early warning, James Avery turned to RedFlag to coordinate safety check-ins, communicate closures, and support affected employees.

THE CHALLENGE

A Crisis with No Warning

On the morning of July 4th, 2025, flash floodwaters quickly overwhelmed the Kerrville area. One of James Avery's manufacturing plants sits just 50 yards from the river, housing hundreds of day and night shift workers. Other critical facilities—including headquarters, distribution, and supply chain—were also directly in the flood zone.

James Avery's corporate team had no formal emergency warning before the event. Early information came from social media. Immediate concerns included:


- Locating and checking in on employees
- Coordinating facility closures
- Offering help to displaced workers

THE SOLUTION

With limited time and rising waters, James Avery activated RedFlag's emergency notification system. Within hours:

A poll was sent asking employees to report their status:

- Employees responded quickly, despite some infrastructure outages.
- One associate reported needing immediate help, and 10 more were marked as uncertain.
- The James Avery team triaged responses, prioritized safety, and coordinated temporary housing for those affected.

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- 1 I'm safe
 - 2 I'm in immediate danger
 - 3 I'm unsure or may need help soon

Later that day, RedFlag was used again to notify all Hill Country employees that facilities would remain closed, giving associates time to recover.

Emilie Arkin, who managed the communications response, used RedFlag's press-to-respond polling feature for the first time, reporting it worked exactly as intended and was well received by staff.

THE RESULTS

Employee Safety and Stronger Connections



Hundreds of employees accounted for within hours



Targeted support offered to associates displaced or in need



High associate engagement, despite challenges with seasonal worker registration



New appreciation for RedFlag's capabilities among leadership and staff

According to Emilie, while the executive team is still recovering from the emotional impact, employees were “exceedingly appreciative” of the care shown and the outreach made. The company’s internal “grapevine” helped spread the message that RedFlag was used not just for alerts—but for connection and care.

Lessons Learned and Looking Ahead

The flood response prompted James Avery to re-evaluate their group structure in RedFlag and prepare for more dynamic assignments (e.g., floating employees and hybrid workers). They plan to make registration a bigger priority during onboarding, especially for seasonal staff, and are exploring:

- **Geofencing capabilities** to reach floating workers
- **Threat Intelligence features** to better monitor risk by region
- **QR code access and auto-registration tools** for easier sign-up

James Avery also intends to use the event as a teachable moment, ensuring more consistent and proactive emergency preparedness moving forward.

“RedFlag worked really well for us.”

“This was the first time we used the feedback component of the tool, and I think associates understood what it was and why it was being used. They were appreciative, and I think we’ll see even higher response rates in the future.”

— Emilie Arkin, James Avery