How Namola achieved 7-minute average response times with AURA

Namola partnered with AURA to add nationwide emergency response to its personal safety platform, giving customers access to private armed and medical responders across South Africa.

7-minute	618	4.8/5
avg. response time	lives saved	average customer rating



Challenge

A panic button is only valuable if physical help can reach the customer quickly. Rather than build and manage its own national response operation, Namola needed a partner that could:

- Dispatch from a customer's live GPS location
- Provide armed and medical response
- Operate 24/7 nationwide
- Protect customers wherever they travel
- Deliver a consistent experience through one partner

Solution

Namola partnered with AURA to connect customers to a nationwide network of private armed and medical responders.

When a panic is triggered, the customer's live location is sent to AURA's 24/7 coordination centre and the nearest responder is dispatched.

For Namola, this delivered national response without building the infrastructure. For customers, it meant protection wherever they go.

Results

AURA helped Namola turn its digital safety proposition into on demand response at national scale.

- 618 lives saved through medical and armed-response incidents
- 7-minute average response time nationwide
- 1 minute 42 seconds fastest recorded response
- 4.8/5 customer rating across real emergency incidents
- Nationwide coverage across all nine provinces
- 700,000+ app downloads in South Africa

★★★★★

“Safety products are bought on trust and renewed on evidence, and a seven minute arrival is the evidence. It also changes how users behave. Because they trust that help will come, they use the app rather than hesitating, and they bring family members onto the account.”

Angus Henderson
Managing Director at Namola

Namola



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