



BrightArrow Digital Voice Dialer

Notification System Feature List

Feature Overview.

- ◇ Quickly calls, emails and texts messages to all parents, faculty, and staff, or any subgroup.
- ◇ Call speed is user-programmable. Depending on the local phone company capacity, calls can be set to go as fast as 3,000 simultaneous calls.
- ◇ Because the system uses Tier One phone connections, it delivers crisp, clear audio.
- ◇ Unrestricted number of phone numbers and emails per student and faculty/staff member.
- ◇ Authorized users can submit messages either from the Web login, using a mobile app (iPhone/Android), or by dialing a toll-free number.
- ◇ The user can choose any combination of voice, email and text messages.
- ◇ Includes full on-line context sensitive help, as well as a Quick Reference Guide PDF.
- ◇ fields, such as building, grade, language, bus route, homeroom, or extracurricular activity. No limit to the number of groups and sub-groups.
- ◇ The user can choose a single group, or multiple groups, to which they send a message.
- ◇ When a master list is updated (via a database sync or direct data field edit), linked sub-groups are automatically updated.
- ◇ A user can check or uncheck any entry in a group to create ad-hoc subset of the group.
- ◇ Duplicate phone numbers in lists are not called.
- ◇ Operations can span lists, and multiple lists are commonly grouped together, creating a "Superset List," making it easy to select them together with a single mouse click.
- ◇ List protection features are included, such as protection from accidentally deletion or edited.

User Accounts.

- ◇ The system administrator can create an unlimited number of users.
- ◇ Each user account or list can be assigned a Caller ID, such as the building site's phone number.
- ◇ Allows shared lists and groups to be available to different users, including read-only access links.
- ◇ Because of the ease of use, districts can empower individual teachers to use the system.
- ◇ Many users can access the same set of lists by sharing the same User Group.
- ◇ System administrators can define usage restrictions, i.e., limiting teacher usage to emails.

Groups and Sub-Groups.

- ◇ Distribution list can be separated into sub-groups based on multiple simultaneous data

Editing Lists and Contacts.

- ◇ Authorized users can create lists by importing files in Excel, CSV, or tab-delimited format.
- ◇ Loading lists, the system auto-detects the field mapping based on the content of the fields: It accurately differentiates first name, last name, full name, phone number, and email address).
- ◇ Lists, groups, and sub-groups can also be exported to comma-delimited files.
- ◇ Users can add, remove, or change settings for lists for which they have permissions.
- ◇ A user can edit existing lists by adding, editing, or deleting contacts, and can disable contacts.
- ◇ The user can choose the *From* and *Subject* fields of emails for email notifications.
- ◇ The retry count for undelivered calls, and the period between retries, is user-programmable.



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Message Creation and Delivery.

- ◇ The system can deliver thousands of simultaneous calls, limited only by the customer's local phone company. The BrightArrow system dials the phones to spread the calls among the telephone exchanges, minimizing the overloading of any particular local carrier's telephone circuits.
- ◇ Voice Messages can be either: (1) Recorded from a telephone, (2) Spoken from text using Text-to-Speech, or (3) A multi-part message mixing pre-recorded, typed text, and text specific to contact fields (such as name or period).
- ◇ When recording a message, a user can review and re-record during the call. Afterwards they can preview the audio (on the computer speaker or telephone) and replace that message.
- ◇ Recording can done by the system calling your telephone or you calling into toll-free number.
- ◇ Authorized users can designate start/end times for sending a message, or send it immediately.
- ◇ The message page includes a notepad, plus advanced feature for importing audio files.
- ◇ When delivering the message, the call shows the Caller ID of the school or any chosen telephone.
- ◇ Voice message recipients can replay the message by pressing the Star Key.
- ◇ Users can create an HTML email with a full HTML editor included for adjusting graphics, links, fonts, colors, sizes and layout.
- ◇ Emails can include attachments as well as message values in the From and Subject fields.
- ◇ Click on "Prior Messages" to find, preview and load previously-created messages
- ◇ The message can be delivered immediately to all

phones, specific phone numbers, or follow a contingency algorithm that dials the first number and goes on to the next number for that contact if not deliverable on the first number.

- ◇ Has a "No Call List," plus a mechanism for preventing erroneous late night scheduling of calls.
- ◇ A "CC" feature designates specific staff to automatically receive messages for a list.
- ◇ The system delivers past automated Caller ID blocking mechanisms by delivering the correct Caller ID, and bypasses artificial "disconnected number" signals used by call blocking devices.
- ◇ Messages can be automatically posted to chosen social media accounts (Facebook, Twitter).
- ◇ Survey options are designed into the system.
- ◇ Can automatically email reports to parents that specific to their students, such as report cards.

Multi-language: 40 languages supported.

- ◇ Read the home language field from the database to determine a parent's preferred language.
- ◇ Messages typed in English can be automatically translated to and spoken in 40 languages.
- ◇ Pronunciation of the text-to-speech for those languages can be validated with a Preview.

Reports.

- ◇ Transmission reports, available immediately upon notification show details for each message attempted, including message type (voice, email, text), date/time, delivery status ("live answer", "voice mail" "busy", "unreachable", "no answer"), list name and message text. Each report includes a summary total and graph.



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Reports (continued).

- ◇ District administrators can access all reports; individual users can access only their reports.
- ◇ Any phone number, email or name can be searched to find all attempted transmissions.
- ◇ Actual messages sent (recorded and printed) are available for review for all prior messages.
- ◇ Reports are available online for at least one year – longer if requested by the school or district.
- ◇ Dial reports can be exported as an Excel spreadsheet, a PDF file, or printed.
- ◇ If you choose, you can have the report automatically emailed to any number of administrators.
- ◇ A checkbox allows a report to show only invalid contacts to enhance the ability to maintain a phone list. It also shows bounced emails.

Database Integration.

- ◇ Distribution lists can be acquired directly from most SIS's using any of BrightArrow's various automated synchronization mechanisms, and created subgroup rules will be preserved.
- ◇ Can schedule automatic daily or periodic calls for attendance or lunch balances.
- ◇ In addition to direct database synchronization, the BrightArrow system can import files in Excel, CSV, or tab-delimited format. It can load data via: (1) An ODBC connection, (2) Delivery of text or Excel file on-site or to an ftp site, or (3) Manual import of Excel spreadsheet or text file.

Parent Portal.

- ◇ A Parent Portal allows parents to update phones and emails, and retrieve prior messages.
- ◇ The Parent Portal's interface can be customized

- to fit the school or district's identity and options.
- ◇ Once a parent registers into the Portal, they can change their message receiving preferences.
- ◇ They can retrieve prior messages which they can view or listen to (by telephone or speaker).
- ◇ Once registered, Parents can ask the system to email them their forgotten password.
- ◇ A report is available of changes by parents.
- ◇ The portal allows parents to opt-in to any number of special predefined groups.

Emergency/Anti-Bullying Hotline.

- ◇ Each school or district can have one or more dedicated phone numbers specifically for the purpose of two-way emergency notification.
- ◇ Students, parents and staff are given the dedicated phone number. Whenever they call or text that phone number, the message is distributed to everybody on the Emergency Response Team. If a recipient replies to the text or voice message, the originator receives the reply, as well as the other designated recipients.
- ◇ This two-way emergency response feature is ideally suited for an Anti-bullying hotline or application where a one-to-many two-way communication mechanism will improve the response to emergency situations. The anti-bullying hotline can be anonymous or non-anonymous.

Data Security.

- ◇ All contact and message data is stored on secure SSL servers with access by only three BrightArrow personnel who contractually follow the company's strict guidelines for data privacy and security.