

## ***BrightArrow Digital Voice Dialer On-Site Interview***

Brent Rogers (New England Regional Manager for BrightArrow Technologies) visited Bruce Demaine, Director of Technology for Winnacunnet High School in Hampton, New Hampshire. Winnacunnet installed BrightArrow's Dialing Software for parent notification dialing during the summer of 2008.



**Bruce Demaine**  
**Director of Technology**  
**Winnacunnet High School**

Below are the highlights of the interview with Mr. Demaine.

### ***Question: How long have you been using the BrightArrow Voice Dialer?***

"We installed the system in the summer of 2008. We were having problems with our original Student Information System and began to look at other options. We finally settled on Power School as our new SIS. A critical component for us was the dialing system so we could call homes about absences and to notify parents about Saturday detention for their children. We looked at available products, and we chose the BrightArrow Digital Voice Dialer because the price was right.... It was the correct call for us."

*"...we chose the BrightArrow Digital Voice Dialer because the price was right.... It was the correct call for us."*

### ***Question: How reliable is the system?***

"The system is excellent; it is flawless. The system is also easy to use. Our secretary has been trained; she sits at her desk and remotely accesses the system to send out absent calls to 20 or 30 homes each day... Four years ago an actual person attempted to call each home, but it was not consistent; now it is done consistently everyday because of this software."

*"The system is excellent; it is flawless."*

**Question: How would you rate customer support?**

“Customer support has been excellent. They actually called me to see if there was anything they could do to help with the installation. Customer Support went online, loaded the newest version of the software, and got us up and running. BrightArrow support is excellent, but even more important, to purchase new software and only talk to support one time speaks to the quality of this product.”

*“...to purchase new software and only talk to support one time speaks to the quality of this product.”*

**Question: Suppose you are talking to a colleague, maybe within**

***another school district, and they are looking at this type of functionality. If they are on the fence and are trying to show their school board why this is of value, what would be some of the advice and guidance you would give them?***

“To help guide them, I would recommend reviewing the cost per student as being a primary factor today, the technical advantages being the high level of control over the process and the fact that the software runs on readily available equipment and is easy to setup and use.”

*“...the software runs on readily available equipment and is easy to setup and use.”*

**Final Question: Would you recommend this solution, The BrightArrow automatic dialing system, to other schools?**

*“...I would be happy to recommend this product to anyone.”*

“Sure, I would be happy to recommend this product to anyone. Just have them give me a call. Using BrightArrow’s Digital Voice Dialer is an example of a best practice purchase.”

