

# ► BrightArrow® Digital Voice Dialer

**Easy, fast, reliable mass notification for cities and municipalities**

## OVERVIEW

Digital Voice Dialer is BrightArrow's mass notification solution for calling citizens in cities, towns, counties and other municipalities quickly deliver pre-recorded voice, SMS text and e-mail messages. It includes the **BrightArrow Target** hosted web interface, delivering reliable and instant voice notification at a much lower price than other services.

Digital Voice Dialer can load phone numbers and e-mail addresses from your existing data sources, such as utilities lists. In addition, it includes a Citizen Portal to allow citizens to log in, register their phones and e-mail addresses, and Student Information System or student list to notify parents, faculty and staff of emergency and non-urgent announcements. In addition to Web access, you can launch voice notifications by calling a toll-free phone number.

The system automatically dials a predefined list of phone numbers and speaks an audio message to the recipient or their voice mail. It also delivers SMS texts and e-mail messages.

A primary usage of the Digital Voice Dialer is time-sensitive announcements for travel and road condition advisories as well as utility and service interruptions due to snow, fires, floods or hurricanes.

It can be used for other urgent emergency situations such as evacuations. Action plans to manage accidental or intentional threats or disasters can be communicated quickly. Such communications can be broadly communicated or focused on affected regions by choosing data subsets based on GIS information or other filters criteria.

In addition, municipalities can use the Digital Voice Dialer for day-to-day announcements such collections (such as utilities) and community events.

With over ten years of extensive product development and state-of-the-art voice technology, BrightArrow delivers one of the most flexible and powerful notification systems available anywhere.



## BENEFITS

**Calls, e-mails and texts to mass deliver messages to citizens or staff.**

**Secure Web and Dial-in Interfaces.**

**Fast, easy and accessible for authorized users; no training necessary (but available).**

**Includes an 800-number dial-option to launch calls when Internet is not available.**

**Citizen Portal for individual access to opt-in, opt-out and edit contact options.**

**Supports multiple languages and dialing to sub-groups.**

**Fast and accurate detection of human voice vs. an answering machine, thus reliably delivering full messages.**

**The system administrator can set up an unlimited number of users to separate and control access to different groups and lists.**

**Delivers tens of thousands of calls quickly within minutes.**

**Configurable number of phone numbers and e-mail addresses for each citizen.**

**Easy access to historical dial reports.**

**“Smart Import” reads comma- or tab-delimited files and can auto-detect field types. Auto-push and ODBC options enhance database integration options.**

## HIGHLIGHTED FEATURES

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# BrightArrow Web-based Dialing. Easy as 1-2-3.

**STEP 1. CHOOSE A LIST**

The screenshot shows the 'My Lists' page. At the top, there's a logo for BrightArrow Technologies, Inc. Below it, a dropdown menu titled 'Actions' is open, showing options like 'Select an Action', 'Create a list', 'List details', etc. The main area displays a table of contacts with columns for 'First Name', 'Last Name', 'Status', 'Edit', 'Del', and 'Phone/E-mail'. One contact, 'Snow Cancellation', has a checked checkbox under 'Edit'.

**STEP 2: CREATE YOUR MESSAGE**

The screenshot shows the 'Create Message' page. It includes fields for 'List Name' (set to 'Citizen Portal List'), message type (checked for 'Voice Call'), recipient number ('828-254-1640'), message content (a notice about a cougar escape), and an 'OK' button.

**Step 3. Go.** By clicking on "Start Dialing Now," the system immediately launches the voice calls, e-mails and text messages to your list recipients. It shows you the calling status as it delivers the messages, and you have a nicely-formatted report when it is done.

**STEP 3: GO: START YOUR NOTIFICATION**

The screenshot shows the 'List Details' page for 'All District Students'. It lists contacts with their names, phone numbers, and email addresses. A red arrow points to the 'Start Dialing Now' button at the bottom right of the table.

**Citizen Portal.** Citizens can add, remove, or edit their preferred contact information through a fast and easy-to-use portal that can be accessed from the municipality's Web-site.

The screenshot shows the 'Portal Login' page. It includes fields for 'First Name', 'New Login Password', 'Street Address', 'City', and 'E-mail Address'. Below these, there are sections for 'Please fill in one or more ways to receive notifications' (with fields for Phone 1, Phone 2, E-mail 1, E-mail 2, and language preferences), and checkboxes for 'Receive Emergency Notifications' and 'Receive General Notifications'.



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