BrightArrow's Toll-Free Number As Caller ID

At BrightArrow, we pride ourselves on the responsiveness and quality of our customer support. We are available 24 hours per day, every day! We are here to help you with any questions you may have, but we also listen to your suggestions. Our development team is always developing new features that add functionality and value to your BrightArrow Notification platform. The new features we create are almost always free, and we would like to tell you about one such feature that is a hit with administrators across the country.

If your school or district sends out voice calls on a routine basis, then you are probably aware that when a call from the school lands in a parent's voicemail, a parent worried about the safety of their children and concerned that there is an emergency at the school will automatically hit "Callback" to speak to someone instead of listening to the message left by your BrightArrow system.

If a parent listened to the voicemail message that was sent, they would have all of the information that they need, but they don't listen to their voicemail. We have heard from you that this happens a lot, and it creates additional work for administrators that answer calls for the school or district.

During an actual emergency, parents dialing in is a distraction to those that need to support the school's efforts to deal with the emergency at-hand. As a result, we have heard that schools and districts will purposely only send messages at times when they know that no one is available to answer calls, like at lunch or after hours. The worst-case scenario is that some opt not to send a voice call as part instead of their emergency notification at all.

BrightArrow has listened to your cries for help and has implemented a solution that will get parents to listen to the message you send using BrightArrow and eliminates all of those nuisance calls. The solution is to implement a Toll-Free Number as your outgoing Caller ID.

The idea behind this feature is when a voicemail message is left on a parent's, student's or staff's phone and they hit "Callback," our system will identify who it is that is calling and plays back the last message that was sent to "that" particular number.

It is genius in its simplicity! In fact, our system will play back all of the messages sent to that number over a 24 hour period and play them all back in reverse chronological order. Think of the time and money saved by implementing this feature. Think of how happy your admin person will be.

To implement this feature, call our Tech Support Line at 425-558-2100 or email GetTechSupport@BrightArrow.com and our support team will provide you with a Toll-Free Number to use as your outgoing Caller ID. Publish this number to parents, student and staff so that they know calls from the school will come from this number, and so they can program this number into their phones with the school's name. It's that simple.

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