

# BrightArrow January 2020 Customer Profile - Camden County Schools



## This Is Why We Do What We Do

**BrightArrow's success is measured by the success of its customers using the products and services that were created with them in mind. BrightArrow takes pride in catering to the individual needs of those who it serves. By offering a powerful suite of tools for notification purposes, BrightArrow can equip its customers with a robust and feature-rich system that allows them to arrive at a successful outcome in regard to communication — and that IS the why behind the do.**

**Below is this month's customer profile — an interview with Vallerie Jacocks, Chief Data Management Officer at Camden County Schools in North Carolina.**

**What is the biggest benefit that you derive from BrightArrow's service?**

The biggest benefit derived is the capability of being able to reach our community and deliver messages in a timely manner. I've been labeled as "The Voice of Camden" by the messages I send out using BrightArrow's system.

**What is one thing that BrightArrow should never stop doing?**

BrightArrow should never stop reaching out to other districts to showcase how their system is a solution that all should be using.

**What would you tell your colleagues about BrightArrow?**

BrightArrow is affordable and a powerful mass messaging system. The ease of use allows you to send messages efficiently. There are multiple ways to send out messages, whether it be emails, texts or voice calls. There are even social media posting capabilities. BrightArrow is a great solution for mass communicating.

**How have our products or services made an impact on you and your business?**

It has allowed us to reach our parents, students and staff efficiently and in a timely manner. We can use the system from home, or a phone, or an Ipad and can access it from outside of PowerSchool. It has greatly impacted our way of communicating with our community.



**Vallerie Jacocks**  
Chief Data Management Officer  
Camden County Schools  
Camden, North Carolina



**Can you tell me about a time that you were proud of the customer service of BrightArrow?**

There are so many times that I am proud of BrightArrow's customer service. One particular time I was trying to set up a list that excluded certain contacts and I was given excellent customer service, which made the task easy.

**What do you like the best about BrightArrow's products and services?**

The ease of use is by far one of the best benefits.

**What is an example of how we have exceeded your expectations?**

The implementation and conversion was very simple, without any additional effort on our part. I am impressed with all of the customizations that we can do with using the system. Every staff member, including all of our data managers and our Superintendent, Dr. Joe Ferrell, use it with ease and love all the features.

**Which features do you love about BrightArrow?**

I am a big fan of the automated reports. When parents call in and say that they did not receive a message, I have the ability to go into the reports and search out their phone number. The reports have also allowed me to clean up our PowerSchool data information and keep things up-to-date.

**What prompted you to find a solution for mass communications efforts or notifications?**

We were using another system prior to BrightArrow and found that we needed to seek out another mode or method to accurately communicate during emergency situations. BrightArrow's emergency features allow us to communicate effectively during times of immediate communication.

**What challenges or problems does BrightArrow solve for you?**

BrightArrow allows us to communicate with parents, students and staff by quickly sending out messages. We are able to reach a mass amount of people at the same time and can count on our messages being delivered accurately.



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