



# BrightArrow Customer Profile - Portledge School

## 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 Peter Cox, Director of Technology at Portledge School in Locust Valley, New York.**



**Peter Cox**  
Director of Technology  
Portledge School  
Locust Valley, New York

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

First time we had to use it during Hurricane Sandy. It was easy to synchronize, and it was accurate. For three weeks it was our only means of communications with parents and it worked well, and it was critical. From that day we were sold on it.

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

Customer service. Simplicity. It's not overdone. Various levels of tech ability are able to work with the system. Reliable. Accurate. Documentation is beneficial.

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

Customer service. We reach out and their team delivers. Proactive vendor. The relationship we have established with BrightArrow has exceeded our expectations.

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

Good things. No nonsense. Simple to get the job done, especially in an emergency. Put together well. Easy to work through in the pressure of an emergency and the technical aspects are easy to navigate through. Customer service, it's a partnership.

### Which features do you love about BrightArrow?

Emergency notification. Text relay service. Only need to remember one number.

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

The system we had in place before was so cumbersome to use and no integration. Adding names and contacts was hard and it usually was wrong. This prompted us to look for something better. The price of BrightArrow took us back a bit in a positive way – cheaper than what we paid before.

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

Secure data transfer. Checks the box for consistency, security and resource man power.

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

BrightArrow makes us look good to parents when we can guarantee that everyone that has given us their contact info will be notified when they need to hear information. Consistent and our perception for others is positive.

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

Everything! Enhancing their offerings and keeping it simple. Continue to offer their superb customer service.

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

It is a pleasure to work with BrightArrow. The ability to have a conversation about vision and moving forward with things that might come up. Never heard one complaint about BrightArrow. They are extremely dependable.



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