

BrightArrow August/September 2019 Customer Profile - Hanover School Division



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 Scott Bestvater, Business & Student Information Services Manager at Hanover School Division.



Scott Bestvater
Business & Student Information
Services Manager
Hanover School Division
Manitoba, Canada

Which features do you love about BrightArrow?

Ability to send a variety of different messages so easily. Voice, text and email in one message. All our teachers use it and love it. The interface is easy-to-use and you can train on the system in five minutes.

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

Our previous communication application was purchased by a different vendor, so we were going to have to change products. It was an opportunity to look at all our options. We met with BrightArrow at a PSUG conference and in talking with other highly profiled PowerSchool users who recommended BrightArrow, we decided it was a great fit for us. We have been very happy with the move.

What challenges or problems does BrightArrow solve for you?

It solves automated reporting. We have many reports scheduled to run each day and BrightArrow sends the information to staff, schools and parents without any additional effort on our part. This allows us to be more effective and efficient when communicating with staff and parents.

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

I am confident when I have a school contact me that an attendance message had an issue, knowing I can contact BrightArrow and they get to the bottom of it and very quickly. The support at BrightArrow truly cares.

What made you want to try BrightArrow, or what enticed you to switch to us?

BrightArrow was open to customizing things as required. Having a relationship with the CEO of a company goes a long way. Raymond and his team are available on weekends, in case we need them. The cost benefit is huge.

What would you tell your colleagues about BrightArrow?

The competitive pricing along with the feature-rich product has allowed us to do more for less. Education dollars are tight, so to have such a significant savings while having all the features that we need has been a great benefit to us.

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

It has allowed us to do a lot of things we have wanted to do with the system. It benefits parents, students and staff. It maximizes our current software without adding on additional costs.

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

Every time we contact BrightArrow, things are done in a timely manner. The concerns are taken seriously and they are always on top of things.

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

Ability to leverage it for a lot of different things. We love being able to import reports. The system makes things easier to automate reports to staff and parents. Being customizable is such a benefit.

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

Moving from one communication application to another made us a bit nervous. BrightArrow put our minds at ease with the implementation as it started to roll out, and all concerns and issues were addressed quickly. We felt like we were top priority.



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