CASE STUDY

Bandwidth Helps ParentSquare Build Voice Notifications into its Offering

Communications API Delivers Speed, Flexibility & Peace of Mind

ParentSquare is a simple and secure web-based platform for school-to-home communication. The two-way messaging, online participation and simple user interface keeps parents, teachers and other staff members connected and engaged, creating a vibrant school community.

Situation: Important Communications Getting Lost in the Shuffle

Most modern parents would opt for a text notification over a voice phone call. However, ParentSquare's clients (school districts nationwide) faced the challenge of ensuring the delivery of important messages with every parent. Parents and guardians who were less tech savvy or not mobile-connected sometimes missed communications because they were not read in time or completely overlooked.

ParentSquare needed a partner that could help it quickly and easily integrate voice notifications into its offering and help school districts increase their capacity for communicating with every parent, at any time of day. ParentSquare's other requirement was that the school districts could send out voice notifications from the school's active and established phone numbers.

Solution: Tap into Bandwidth's Nationwide Network for Voice Communications

ParentSquare found in Bandwidth an ideal partner to implement voice calling into its Smart Alerts technology. Bandwidth was able to provide ParentSquare access to everything it needed to successfully integrate voice into its communications flow:

- **Nationwide telecommunications network:** Since Bandwidth owns a nationwide network, it was able to provide ParentSquare with phone numbers in each school district's area code—and to use pre-existing school numbers in the caller ID. This is a great asset in communicating with today's parents, who are much more likely to pay attention to a call originating from a known number.



" Speed of message delivery is extremely important when it comes to communicating with parents. Bandwidth makes it easy for us to manage peak voice traffic in a very efficient manner. No other provider offered us such flexibility and control."

ANU VAID
CEO, PARENTSQUARE

- **Flexible software:** ParentSquare uses Bandwidth's XML programming language to make sure voice messages go out to parents in a highly customizable manner—giving districts the flexibility to program messages in different languages and implement various if/then scenarios to ensure optimum delivery.

- **Efficient & flawless delivery:** ParentSquare works with school districts that have thousands of parents with whom to communicate mission-critical messages, so efficiency of voice message delivery is important. Since Bandwidth owns a nationwide network and the API platforms through which messaging is scheduled, ParentSquare has been able to easily scale to deliver all the school districts' messages on time, every time.

Results: Keeping Schools and Parents More Connected

Working with Bandwidth, ParentSquare was able to quickly implement the technology required to enable voice notifications as part of its Smart Alert technology. The company was pleased with Bandwidth's simple and fast implementation process, speed of service delivery, and flexibility when it came to call traffic volume.

"By working with Bandwidth for our voice calling, the communications process is quick and easy. For example, sending out a communication to remind parents in an entire school district about early dismissal can now be done in a matter of minutes—whereas with other providers, it could take hours for all of those messages to be transmitted," said Anu Vaid, ParentSquare CEO.

"We cannot guarantee that we will use a certain volume of traffic per month because communication events are unpredictable. Bandwidth is flexible enough to handle our spikes in volume—whatever they may be. That's one of the things that set them apart from other providers, " Vaid added.

ABOUT BANDWIDTH

Bandwidth helps companies of all sizes to create innovative communications solutions. Offering voice and text for on-demand service apps, a seamless multi-screen experience for large enterprises, and a category disrupting WiFi-first mobile phone service, Bandwidth's solutions are shaping the future of how we connect. At the core of Bandwidth's offering is a platform that allows companies to launch and scale next generation applications using the nation's largest VoIP network, without the telecom headaches. This communications platform as a service (CPaaS) includes a wide range of solutions anchored around phone number provisioning, voice calling, messaging and emergency services, all built on Bandwidth's carrier-grade network.