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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces a New
Customer ACE Department to Bring Increased Value
To New and Existing Clients**

Missoula, MT – April 26, 2010 At the 15th Annual Education Logistics, Inc. (EDULOG) National Conference, Shawna Knudson of EDULOG announced changes that will enhance support for new and existing clients. The creation of the new Customer ACE (Advocacy, Care, Empowerment) department is a major milestone in the continuing series of customer-centric initiatives launched by the company's new management team during the past year. As evidenced by the number of high profile RFP wins, abundant reports from clients on successful implementations, documented cost savings results totaling more than ten million dollars, and unprecedented amount of unsolicited notes of thanks and praise from customers, it's clear that the changes have been positively received by school districts.

“Over the last 15 months EDULOG has substantially increased its investment in customer service, and the results have been very gratifying,” said EDULOG president Mike Darling. “Not only has the response to these changes from clients been tremendous, it has also enabled us to take on many more projects that positively affect our clients’ financial standing. It’s a winning situation for everyone involved.”

The Customer ACE department replaces EDULOG’s Customer Relations department, and has an expanded emphasis on project management, client communication, and continuing education. “With this new organization, we’ll enhance the range of assistance that Customer Relations previously provided,” added Customer ACE Director Shawna Knudson. “We believe that we already provide a greater level of service than any other routing and scheduling software company, and this new initiative will make a good thing better. The new department’s charter is to enhance EDULOG’s client-first focus through a company-wide emphasis on customer service and developing and maintaining valued relationships with its clients.”

As a result of the increased activities of the Customer ACE department, EDULOG has created and filled four new positions in the company. In addition five EDULOG staff members from other departments have been reassigned to Customer ACE. “At a time when many of our competitors are decreasing staff to cut costs, EDULOG is expanding and increasing its investment in the satisfaction and success of its customers. These new hires validate EDULOG’s position as the only full-service company in the K-12 routing and scheduling industry,” said Darling.



Through a series of company-wide quality control checks and balances as well as range of new initiatives, the Customer ACE department will increase EDULOG's emphasis on the following:

Project Management: Every client will have an assigned EDULOG project manager. This project manager will be the main EDULOG contact with the district, and will work with the district to ensure that goals are defined and met, schedules are developed and adhered to, and that there is a logical and practical plan for every step of a system implementation, the addition of new features and capabilities, or continued support of existing software at the district.

The benefit to the district is that risk (which is inherent in any technology project) is eliminated, there is no conflict or confusion about who does what and when, and the total process of either system implementation or continuing software operation is efficient, economical, and without problems. With EDULOG project management, best practices are always applied. Compared to the standard offerings of other vendors (usually limited to data entry and training), EDULOG's enhanced services represent a significant value above and beyond the initial software fee.

Beyond the nine positions established within Customer ACE, an additional ten employees have been assigned to Project Manager roles within the company, a reflection of EDULOG's commitment to the model which has proven to be successful during the past 15 months.

Local and Statewide User Groups: EDULOG will be expanding its current user groups and developing new associations. As many of our clients know, user groups are an excellent way to get answers to technology questions, learn how to operate the system more efficiently, and know more about EDULOG's products and future plans. User groups are also where customers can share common interests, skills, and knowledge in a friendly atmosphere. "We've had nine user group meetings already this year throughout the nation, and eight more are scheduled before July 1," said Knudson. "We can help both in starting new groups and with continuing support for existing user group activities."

To increase the assistance EDULOG provides to its customer user groups, "we'll tell new clients in your area about your group, give you the latest information about the company and its goals, and provide organizational guidelines and support based on the best practices of existing user groups," Knudson stated. "We'll also attend at least one meeting per year on-site—and have an on-line presence for all other meetings, maintain web pages for your organization, and offer seminars on topics of interest to the group."

Regional conferences, seminars, and workshops: According to Knudson, "EDULOG conferences have always provided clients with a cost-effective alternative to on-site training at the district. As budgets become tighter, the need for more local training opportunities increases. Therefore, we will be offering regional workshops beginning in the fall of 2010 to complement our existing annual conferences." Currently, EDULOG hosts annual multi-day regional conferences in Indianapolis, Missoula, and rotating locations in the Northeast and Southeast. EDULOG's national conference is held annually in Las Vegas, along with the Student Transportation Leadership Conference (STLC) and international EDULOG user group meeting. The Student Transportation Leadership Conference is unique in the industry: rather than being another software forum, the EDULOG-sponsored STLC brings together leading K-12 professionals to discuss strategic initiatives and how districts can accomplish these goals.

Customer focus groups for software development: The previous software development focus group will be altered and expanded to become groups of experienced EDULOG customers

who will help define and design functional enhancements. The goal of these focus groups is to develop the most comprehensive and universally applicable software in the easiest to use format. "We will convene different groups periodically via phone and Internet conferencing to discuss enhancement suggestions and design issues," said Knudson. "It is not expected that the participants have programming knowledge, rather that they have a strong understanding of the application and a desire to discuss the tools and methods needed to accomplish tasks in the easiest and most direct way possible."

Expansion of customer tools and resources on the company web site: The Internet has become an obvious and important tool for customer service and support. In the coming year EDULOG staff will become increasingly active with on-line forums, blogs, chat, and quick guidelines posted at EDULOG.com. "Our goal is to ensure that every EDULOG client has immediate access to the Customer ACE department, and that this access is provided in the most efficient manner for the customer," said Knudson.

In addition, the Customer ACE will continue or improve many of the initiatives started last year:

Operational assessments to identify potential savings: "In the past year, EDULOG has completed 138 operational assessments for school districts—many of which are not currently EDULOG clients," said Knudson. "These assessments determine how close to optimum the transportation plan is based on district policies. We also suggest how districts can save even more money by altering bell times or implementing a GPS-based driver payroll system. In many cases we identified simple changes in operational procedures or system use that will bring immediate improvements and cost savings. These assessments were done at no charge to the districts, and they are another emphatic expression of how EDULOG can exceed customer expectations."

Webinars: EDULOG began conducting free webinars (seminars and presentations conducted through the Internet) for school districts in March, 2009. The reaction from customers to the webinars has been overwhelmingly positive: in 2009 there were more than 2,000 participants registered for 121 sessions that involved 18 separate topics. And already this year, EDULOG has conducted 64 webinars with more than 700 attendees. Future sessions will include expanded topics such as ASP and GPS operations and presentations of new and future systems and enhancements.

Monthly electronic newsletter: "Since its introduction in June, 2009, EDULOG's newsletter has been a big hit with clients," said Knudson. "Each month we have a message from one of our executives, a list of all the events such as trade shows and conferences that EDULOG staff will attend, descriptions for both a highlighted GPS product and another item from the EDULOG suite of software, client testimonials, links to EDULOG-related articles in the press, and a table with the current software release numbers so that customers can check if an upgrade is in order."

EDULOG news and announcements: "We all like to know when something good happens or there's a new addition to the family, and that's what EDULOG does on its web site: there are press releases announcing new clients or successful projects such as GPS installations and cost savings initiatives, articles that have been posted on the Internet about EDULOG and its clients, and testimonials from transportation colleagues," said Knudson. "We want to be as inclusive as possible, and welcome any district that would like to have its success documented." For a running tally of the savings reported by EDULOG clients, go to <http://www.EDULOG.com/> and

look at the top of the page. Click on the link "let us know" if your district wants to be added to the list.

Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978, with an estimated 150,000+ school buses routed by its clients each day. EDULOG partners with K-12 school districts to provide total transportation management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost savings plans, GPS-based routing software, student tracking, driver payroll, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry's largest source of such expertise. For more information about EDULOG, visit www.EDULOG.com.