K12 *INSIGHT*
SOLUTIONS + SERVICES

WELCOME

At K12 *Insight*, we're on a mission to help school districts build a positive school culture and climate by delivering exceptional customer experiences. We provide the only customer experience platform for schools, featuring customer service software, industry-leading research, and on-site professional learning to help K-12 schools and districts build community trust and provide a positive culture for students, parents, teachers, and staff.

For more information on our solutions and services—and how we can partner with your school or district—read on.

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K12 *Insight*

Let's Talk!® CUSTOMER SERVICE SOLUTION

Start a 'two-way' conversation with your school community — and build support for key programs.

KEY FEATURES AND BENEFITS

24/7 community engagement

Give parents, students, teachers, and staff a safe, easy way to reach the right person via your website or mobile device.

Accurate and timely responses

Collaborate across teams to improve the quality, accuracy, and speed of school district responses.

Real-time data dashboard

Monitor key performance indicators and measure and the impact of customer experience in your school or district.

Critical Alerts

Automatically flag potentially troubling conversations, such as bullying or guns in school, and get immediately notified to ensure the fastest possible response.

WHAT YOU'LL GET

● Cloud-based software platform that acts as a single, centralized, and secure repository to help you track, collaborate, and respond to incoming questions, comments, concerns, and compliments from all stakeholder groups—regardless of inbound channel (website, email, social media, phone, or in-person notes)

● Customizable software allows you to automatically assign ownership of inbound dialogues to specific school personnel in a password-protected environment, so they can collaborate on timely, courteous, and accurate responses

Technical Specs:

- SSO
  (SAML, AD/LDAP, Google based SSO)

- Dialogue Creation
  (support SOAP and REST APIs)

- Updating/Importing data to existing dialogues
  (support IP or User-based authentication to add/remove team members from dialogues)

- Automatic assignment of dialogues to different users and departments

- Send predefined email replies

- Dialogue escalation based on dialogue age

- Compatibility with all major browsers
  (Internet Explorer version 9.0 and above, Microsoft Edge, Firefox version 20.0 and above, Safari version 5.0 and above, Google Chrome version 20.0 and above)
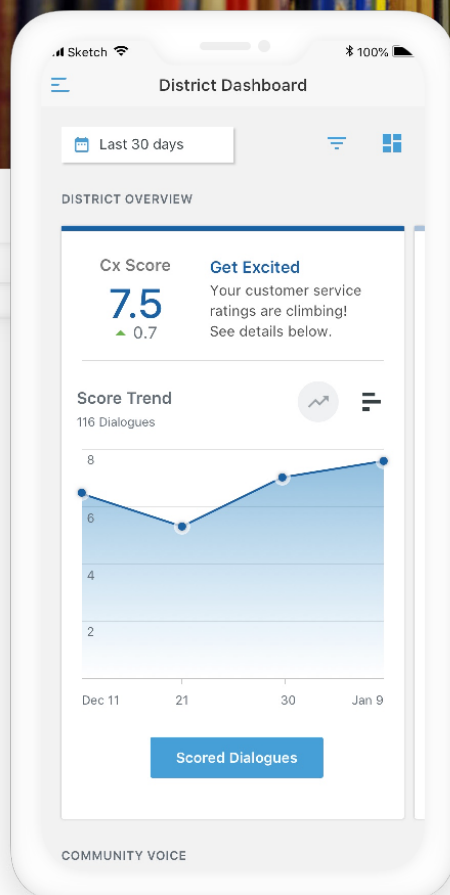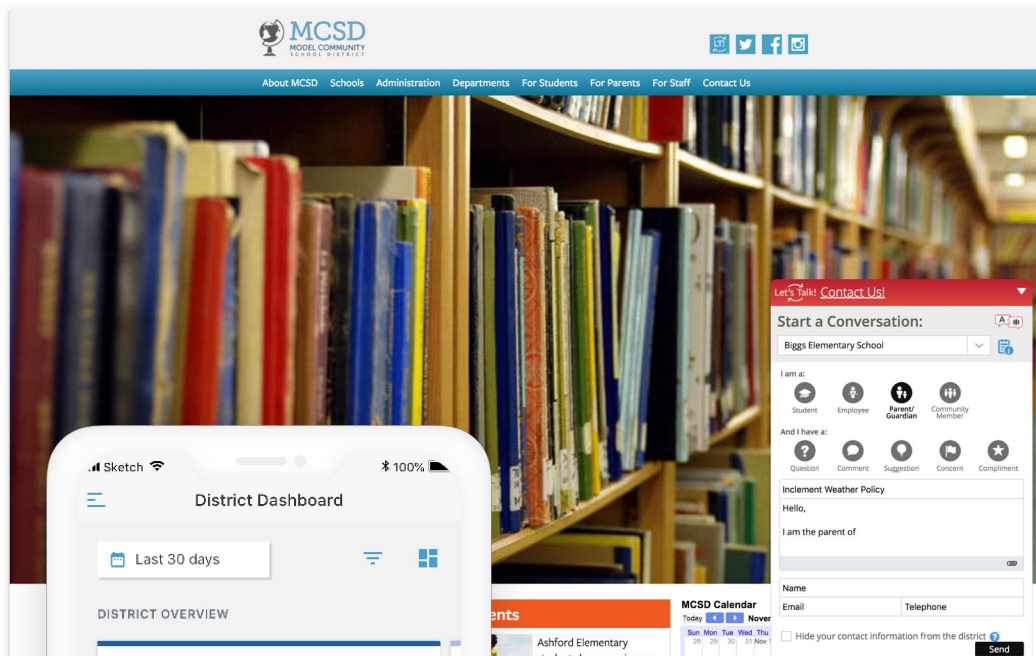
Make it easy for your community to reach you by putting Let's Talk! on your school or district website.

Get a real-time data dashboard to help track and measure the school customer experience.

ALSO IN LET'S TALK!
CAMPAIGN MANAGER

Get community feedback on key issues—when you need it—with custom two-way messaging.

KEY FEATURES AND BENEFITS

Send timely messages to your community

Schedule and send drip email messages to parents and community members from inside our customer service solution.

Use custom templates or build your own

Customize your messages or choose from our bank of field-templates to ensure a strong call to action.

Build support for key initiatives

Seek immediate inbound feedback on key programs and initiatives from different segments of your community.

Get a dashboard to measure results

See the status of your campaign, how many people engaged with it, and the responses to help drive results.

WHAT YOU'LL GET

● Integrated messaging automation platform to help your school or district create, schedule and send custom outbound messages to everyone or to segments of your email list. Generate feedback, increase awareness and drive direct action around critical issues

● Back-end dashboard to help school administrators easily monitor the status of outbound campaigns and review and measure the quality of inbound community feedback
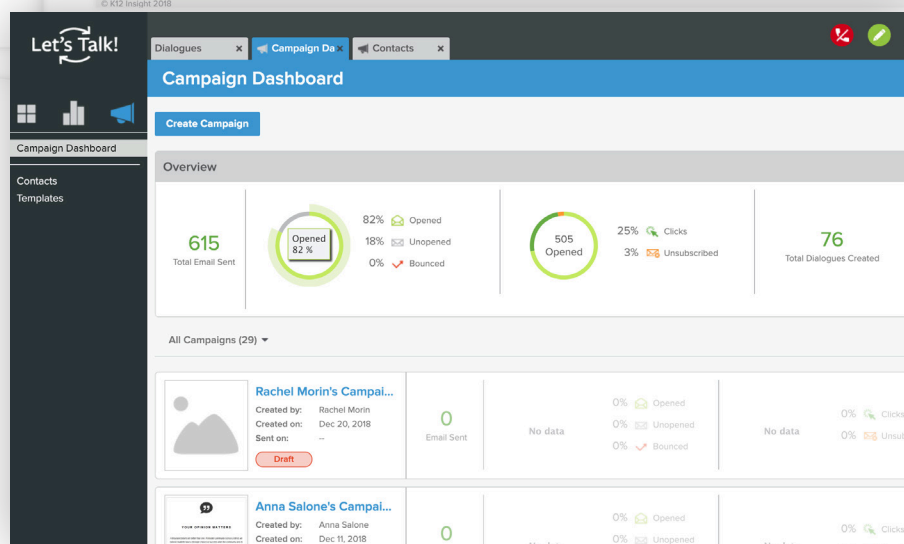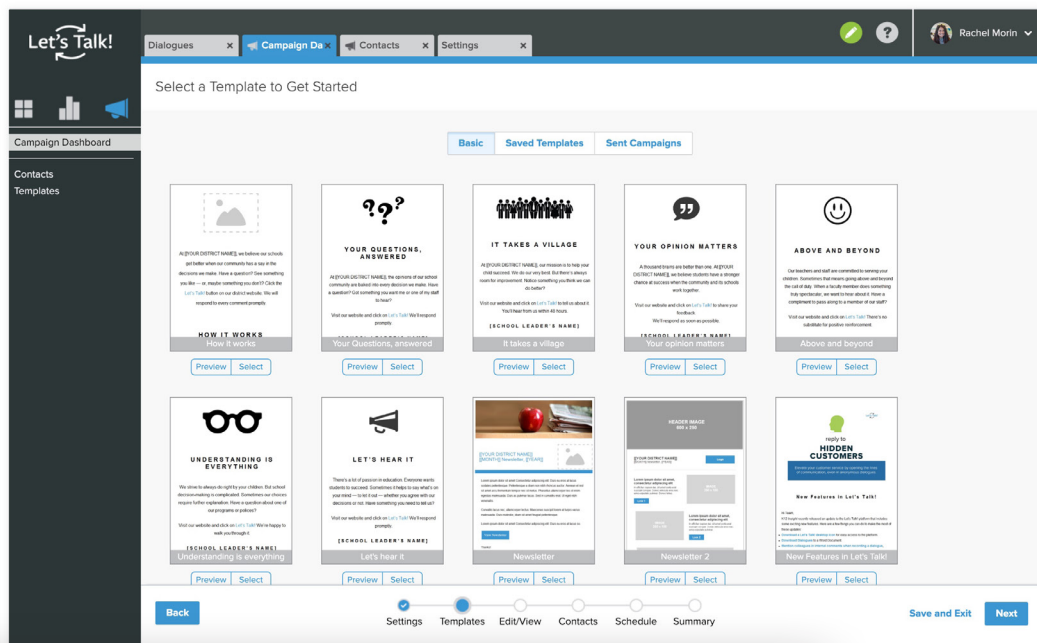
Choose from our bank of customized outbound campaign templates or build your own.

Use your campaign dashboard to easily monitor the status of scheduled and executed campaigns.

PROFESSIONAL LEARNING WORKSHOPS

Turn everyday school interactions into exceptional experiences with our catalogue of guided and peer-to-peer customer service training workshops.

KEY FEATURES AND BENEFITS

Guided and peer-to-peer learning

Led by former school administrators and education researchers, our face-to-face workshops are designed to help you solve specific challenges.

Custom materials and resources

Participants receive custom workbooks, presentation slides, and other custom leave-behinds to extend the benefits of learning beyond each workshop.

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Certificates and follow up

All participants receive certificates of completion to satisfy training requirements. Feedback forms and follow-up surveys promote continuous improvement.

CUSTOMER SERVICE WORKSHOPS

Designed by educators for education professionals, our participants consistently rate K12 *Insight* customer service courses among the best they have taken.

"I want to take this opportunity to thank you for the amazing job, training more than 1,000 AISD employees in four days! We have had such positive feedback! Some staff are saying that it was the best professional development they have received while at AISD."

Beverly E. Reeves
Customer Serivce Supervisor, Austin ISD

For a full list of available workshops, see pages 10-11.

PD + Training

Participate in engaging, guided and peer-to-peer customer service workshops.

Get on-site training and custom workshop materials to help teachers and staff master the art of creating positive customer experiences.

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FULL LIST OF AVAILABLE WORKSHOPS

WORKSHOP	COURSE OVERVIEW
101 **Creating An Exceptional Customer Experience** What is good customer service? How can it go from good to exceptional? Participants will explore what exceptional service looks like, practice the necessary skills to deliver exceptional service, and prepare to lead as a customer service hero. **Length: 1 hour and 45 minutes**	• Why school customer service is different from other forms of customer service • How to take your school's customer service from good to exceptional • How to identify "pitfalls" of bad customer service • A better way to engage difficult customer conversations • How to create a customer-first mindset across your entire district
102 **Establish a customer-service mindset** Combining the concepts of superhero service with the complexity of team dynamics, this session provides both leaders and team members the time to develop a process that will help your organizations establish successful, collaborative, and high performing team-based customer service culture. **Length: 2 hours and 30 minutes**	• Refine your Customer Vision and define what exceptional service looks like. • Identify the journey of your customer and where the journey could be improved. • Create norms and standards that enable you to consistently deliver SUPER experiences. • Identify data that will inform progress on standards
103 **Understand the customer journey** This customer service workshop focuses on the basics of professional communication in a customer-facing environment and address essentials for appearing professional, interacting with customers, managing conflict, and preparing for another day on the front line. **Length: 90 minutes**	• Review communication skills all school customer service providers should master • Offer ample opportunity to practice skills • Suggest language for various interactions
104 **Create the environment** This interactive workshop teaches participants how to build rapport, listen to customers, choose words that say "professional, polished, and in control," and manage daily stress **Length: 90 minutes**	• Rapport-building process • Why do customers get upset • Provide tools and language for interacting with upset customers • Improve listening skills • Provide suggestion for managing service stress

WORKSHOP	COURSE OVERVIEW
105 **Deliver on your promises** This interactive workshop explores the ins and outs of customer relationship process. During this session, we will examine goals, touchpoints, messaging methods for being systematic without being scripted, documentation strategies, and best practices for staying connected with customers. **Length: 1 hour and 45 minutes**	• Value of the customer relationship • Building trust, identifying messages and choosing language that reinforces your brand. • Keeping track of interactions and managing documentation. • Identify and Help Meet the Customer's Needs
106 **Assess your success** Mystery solved....this workshop is designed to help learners understand the skills and responsibilities involved in secret shopping and its importance for helping your school district achieve their customer service goals. Turn observations into an always-on Customer Service Comment Card Survey that is provided to all users for ongoing feedback. **Length: 2 hours and 30 minutes**	• Evaluate the uniformity and effectiveness of service provided across schools and among different staff. • Identify opportunities to improve accessibility and efficiency of communications and service • Recommend improvements within the organization • Recognize and reward staff
201 **Managing and Motivating a Customer Service Driven Team: Developing Service Heroes** School leadership provides empowerment so that frontline customer service employees can make the pro-customer decisions needed to provide great service in unexpected circumstances. This workshop examines steps exceptional leaders take to build a strong culture, drive staff performance in the commitment to workplace safety, and improve overall customer experience. **Length: 90 minutes**	• Know Yourself - Understand your management style, strengths, and areas of growth • Know Your Team - Understand and embrace your Team's role in customer service • Know Where You Want to Go - Draft team goals that support service • Know How to Drive Performance - Coach for success and celebrate progress

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MANAGED RESEARCH PROJECTS

Experience the difference dedicated research makes by partnering with our Ph.D.s to build, promote, administer, and analyze your next school survey.

KEY FEATURES AND BENEFITS

Ask the right questions

Tap decades of school research expertise to ensure your survey is built to produce insights—right from the start.

Get a higher response rate

Your next survey is only as good as the number of responses it receives. Our team will help promote your survey for maximum reach.

Turn information into action

Go beyond data with fast access to expert analyses and recommendations to help your school or district take next steps.

Benchmark your progress

Benchmark your results against similar schools or districts to compare performance.

OTHER FEATURES

- Objective, third-party instrument creation
- Translation service (38 languages)
- Survey communications and reporting
- Survey bank (choose from 52 survey types)

POPULAR SURVEY TOPICS

- School Quality and Climate
- Social-Emotional Learning
- Employee Engagement and Satisfaction
- Equity and Student Success
- Parent and Community Satisfaction
- Customer Service and Stakeholder Experience

For a full list of available surveys, see pages 14-17.

GO DEEPER WITH MAKING FEEDBACK MATTER WORKSHOPS

Get a two-hour hands-on workshop designed to walk staff through survey results via a four-step process to review, analyze, and interpret findings and create goals and action plans for your school or district. The facilitated workshop includes a reproducible data workshop protocol, discussion questions, root-cause analysis process, handouts, and activity templates.

Maximum number of participants: **25**
Length: **2 hours**

MANAGED
RESEARCH

School Quality Survey

Overall Perception of School Quality
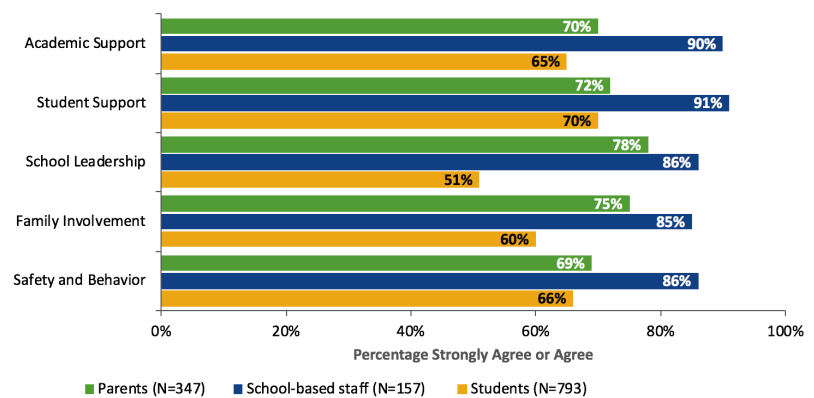
How would you rate the overall quality of School 1?

- ○ Excellent
- ○ Good
- ○ Fair
- ○ Poor

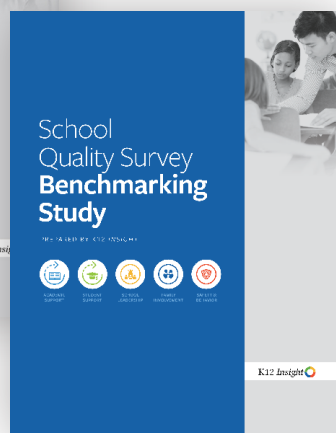Please only use the Back and Next b...
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◄ Ask the right questions at the right time with our research-backed surveys.

Dimension Scores: Comparison by Respondent Type

	Parents (N=347)	School-based staff (N=157)	Students (N=793)
Academic Support	70%	90%	65%
Student Support	72%	91%	70%
School Leadership	78%	86%	51%
Family Involvement	75%	85%	60%
Safety and Behavior	69%	86%	66%

Percentage Strongly Agree or Agree

■ Parents (N=347)　■ School-based staff (N=157)　■ Students (N=793)

Answer Options: Strongly Disagree, Disagree, Agree, Strongly Agree, Don't Know
Note: District office staff were excluded from calculations.

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▲ Receive easy-to-read, comprehensive reports to drive meaningful changes.

Employee Engagement
BENCHMARKING STUDY
PREPARED BY K12 *INSIGHT*

- SHARED VALUES
- LEADERSHIP
- COMMUNICATION
- FEEDBACK AND RECOGNITION
- WORK ENVIRONMENT
- CAREER GROWTH AND TRAINING OPPORTUNITIES

School Quality Survey **Benchmarking Study**
PREPARED BY K12 *INSIGHT*

◄ Understand how you stack up with our national benchmark data.

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SURVEYS WE OFFER

PARENT & COMMUNITY SATISFACTION	
SURVEY	**DESCRIPTION**
School Quality Surveys(Parents, students, and school-based staff)*	Provides school leaders with perceptions across respondent groups, and data to help school leaders prioritize school improvement efforts.
Family/School Partnership Survey	Allows families the opportunity to share feedback about how their child's school promotes family engagement. Measures four major topics: • Exchanging knowledge • Building relationships • Linking to learning • Sharing power
Special Education Satisfaction Survey for Parents*	Helps districts understand the overall level of parent satisfaction. In this process, districts will, in turn, develop collaborative relationships with parents, establish trust in their special education community, and target specific areas that need to be improved.
DTSDE	Since 2013, K12 *Insight* has worked with New York focus districts to provide guidance in obtaining, analyzing, and using stakeholder feedback to improve student achievement. This tool was created in compliance with waivers from the federal requirements for districts who are failing to meet adequate yearly progress.

EMPLOYEE SATISFACTION & ENGAGEMENT

SURVEY	DESCRIPTION
Employee Engagement Survey*	This survey identifies employee experience and issues that may be impacting engagement. Get measurements across 3 topics: • Overall engagement, which is designed to measure each employee's level of engagement • Engagement drivers, which are items about aspects of the work environment • Demographic questions that provide information about participants, such as school, and role
Professional Development Surveys	Obtain feedback from employees on current professional development needs, as well as feedback on current professional development offerings and identify relevant topics for specific groups and the ideal conditions in which they can learn them.
Employee Exit Survey	Gathers perception data from recently departed employees about their experiences while employed in the district and their reasons for leaving the district. Helps dentify the issues that may be causing employees to leave the school district, which can help the district improve the employee experience.
360 Review Package	Gather feedback from various stakeholders about school and district leaders based on the Interstate School Leaders Licensure Consortium (ISLLC) standards. The individual leader is the unit of analysis and the report will compare perspectives from different stakeholders groups about their performance on these standards.

EQUITY & STUDENT SUCCESS

SURVEY	DESCRIPTION
Student Engagement Survey*	Measures two types of student engagement: • Cognitive engagement (the quality of students' psychological engagement in academic tasks and activities) • Social and emotional engagement (the processes through which students acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions)

SURVEY	DESCRIPTION
Social Emotional Learning (SEL) Survey	Identify student social and emotional learning to help district address issues and foster success. Measures the following: • Social Awareness • Self Awareness • Relationship Skills • Responsible Decision-Making • Self Management • Growth Mindset • District/School Programming
Comprehensive Equity Audit	Two parts: **The Survey** A K12 *Insight* leader will work with your district leadership to identify study goals, topics, and reporting requirements in order to develop and implement a customized study. **The Workshop** A K12 *Insight* leader will meet with a group (or groups) of district and/or school leaders to help them make meaning of data collected through the equity audit survey.
Senior Exit Survey	Gather feedback from graduating seniors on how prepared they feel for life after high school. Assesses: • Quality of education • Real world preparedness • Postgraduate plans • Academic engagement • School counseling and guidance
Student Inventory	Allows students and their families could to provide valuable information to their teachers that could impact how teachers interact with individual students. This instrument can help teachers provide an adjustable curriculum that works for all students by capitalizing on students' strengths and interests.

Special Education Capacity Survey for Staff	Helps districts collect perceptions related to special education services and gain insight on how to support employees who educate students receiving special education services. Dimensions of the survey include: • Special education programming and quality • Communication • Special education related services • Co-teaching • Special education delivery • Professional development needs

CUSTOMER SERVICE AND THE STAKEHOLDER EXPERIENCE

Customer Service Satisfaction Surveys for Parents and Staff	Assess the quality of services the district office has provided to "internal" users during the school year. Internal users would select only the departments they worked with and offer feedback in four areas: Responsiveness, Courtesy, Accuracy, and Flexibility.
Family Exit Survey	Collection of feedback on the reasons parents pull their children from the school district, where they typically go, and the feedback parents have for districts on why they have left including awareness, and quality, of programs currently offered by the district
Community Priorities Survey	Build trust with your school community by giving everyone a voice. This tool will invite community feedback to allow you and your team to make more informed choices to meet local, state, and federal mandates..

* Indicates National benchmark data is available

Ready to improve culture and climate in your schools by focusing on the customer experience?

Visit us at www.k12insight.com to request a free consult. Or call 703-542-9600.

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