

## Next-level School Communication

### How Let's Talk! helps you create a customer experience culture

**PICTURE THIS** Last year, **Lucy**, a third grade student, changed schools due to district rezoning. Over the past several weeks, her parents have heard rumors from other parents and community members that the district is looking to rezone again—and that Lucy could be switching schools yet another time. They are upset at the news, and even more upset that the district hasn't raised the matter with families that might be impacted. **Tom**, Lucy's dad, decides to reach out to the district.

CUSTOMER EXPERIENCE

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