**[District Name] launches new platform to improve customer service districtwide**

*Let’s Talk makes it easy for parents, students, staff and community members to ask questions, request information, and share feedback*

**[DATE] — [City], [State] —** **[District Name]** announced today it has implemented Let’s Talk **—** the only all-in-one, customer service and intelligence platform built for education.

“Our number one goal is to cultivate a thriving school culture and climate, and that’s only possible by listening to community feedback and delivering exceptional customer service with every interaction,” said **[Superintendent First and Last Name]**, superintendent of **[District Name]**. “Let’s Talk makes it easier for our stakeholders **—** including students, families, staff, and community members **—** to reach out with questions or concerns and provides the district with data needed to make informed decisions.”

Let’s Talk makes it easy for **[District Name]** to gather and respond to community feedback, decrease response time, and identify problems before they become crises.

**Let’s Talk delivers dynamic features including:**

* 24/7 accessibility from any device, including smartphones, tablets, and laptops; and supports texting
* Let’s Talk Assistant — a generative AI-powered chatbot built specifically for K-12 school districts — providing always-on customer service to help the community get answers to frequently asked questions 24-7
* Translation tools that can translate dialogues to 13 languages to meet community needs and manage multilingual communications
* Data collection to help education leaders make informed decisions

“Let’s Talk enables our district to accommodate the communication needs and preferences of our community members with a variety of channels and translation tools, and address issues and inequities experienced by students and families,” said **[Superintendent Last Name]**. “No matter how our community contacts us — we are able to provide a timely, accurate response through Let’s Talk within **[X business days]** or **[X hours]**.”

“Every voice deserves to be heard and every question deserves to be answered. Let’s Talk makes this all possible,” said **[District Communications Role].** “We encourage everyone in our community to use Let’s Talk to share your feedback, questions, and ideas to help us deliver high quality customer experiences and make **[District Name]** an even better place for our students and families.”

For more information about Let’s Talk, please contact **[District contact]** at **[phone number/email/Let’s Talk Link].** To submit a Let’s Talk dialogue, simply **[click/open]** the Let’s Talk **[button/pop-out tab]** on our district website or go directly to **[Let’s Talk landing page link]**. Then select a topic to start a conversation. If you can’t access our website, you can still reach out by downloading the Let’s Talk mobile app **(ID: [Let’s Talk ID])** or texting **[text message number]**.

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**[Insert district boilerplate]**K12 *Insight* combines a powerful customer experience platform, engaging professional learning, expert analytics and industry-leading research to help K-12 school leaders deliver superior experiences. K12 *Insight* works with hundreds of school districts across the nation. Visit [k12insight.com](https://www.k12insight.com/) to learn more.