

# Empower Your Front Line. Improve Customer Service.

## Expert-led K-12 workshops to uplevel your school district's customer service skills

In today's educational landscape, school districts face fierce competition for students, staff, and resources. With so many district and alternative education options, an established customer service strategy can set your school district apart. And it all starts with your frontline district and school staff.

K12 Insight's professional development features expert-led, interactive customer service courses — preparing frontline staff and teachers to consistently and intentionally deliver customer service excellence.

## Uplevel your school district's customer service skills.

K12 Insight's professional development programs address the latest challenges encountered by your school staff, empowering them with essential customer service skills.

**“It's so important to ensure your staff is ready to welcome everyone they encounter. When frontline staff have all the tools they need to start establishing relationships and maintaining trust, your district community stays strong — and it's more likely those families will establish lasting ties to the school and district.”**

— Leanne Libby, APR,  
Chief Communications Officer,  
Corpus Christi ISD (Texas)



**Get started today**

# Discover Our In-Person Workshops

Crafted by experienced K-12 education and customer service professionals, our interactive workshops are designed to address the needs of your frontline staff and provide them with the tools and techniques necessary to implement a districtwide customer service strategy. These workshops can accommodate up to 80 participants per 3-hour session. The combination of these two sessions act as a comprehensive customer service training program for your team.

## Session #1

### Customer Service Essentials: Upleveling the Customer Experience

In this comprehensive session, you will learn how to cultivate a customer service mindset, demonstrate empathy in conversation, build trust capital, defuse tense situations, and turn everyday interactions into superior service.

## Session #2

### Customer Service Essentials: Navigating Challenging Situations

This follow-up session is focused on managing the most challenging aspects of customer service. It will prepare your district's frontline staff to navigate difficult situations by taking control and strategically achieving positive outcomes.

In addition to a quick review of the first session, this follow-up workshop will cover techniques like positive framing, intentional questioning, and regulating emotions in tense situations.

## Increase in customer satisfaction, decrease average response times

After over 30 frontline staff members at Providence Public Schools District completed professional development offered by K12 Insight, the district's average customer experience (Cx) score increased from 5 to 8.03 (out of 10) and its average response time decreased from 5.8 business days to 1.07 business days.



**3 POINTS**

increase in customer satisfaction



**4.73 DAYS**

decrease in average response time

