



Empower Your Front Line. Enable CX Success.

Today's school district stands in competition with savvy players in the education marketplace — all vying for students, employees, and funding. Prioritizing good customer service has a ripple effect in attracting and retaining the best teachers, as well as engaging students and their families.

K12 *Insight's* virtual and in-person customer service workshops developed by seasoned K-12 professionals give frontline staff the tools and training to instill a customer-centric culture districtwide.

Dynamic, Engaging Workshops

K12 *Insight's* full slate of professional development workshops equip staff with the soft skills needed to successfully navigate complex situations and conflicts with families. These tools and skills can be put into practice immediately, including:

- Supporting student success
- Building good rapport to leverage in customer interactions
- Listening to and uncovering customers' needs
- Identifying and solving problems before they become crises
- Improving school culture and climate

From Reactive to Proactive

Through professional development in customer service, school districts can go beyond simply answering questions to calming upset stakeholders and making continuous improvements through every interaction.

“A quality school experience extends beyond teaching and learning. The virtual courses equipped our frontline staff with the training and practice we needed to improve the school experience for our stakeholders — building trust and improving engagement.”

Nick Figueroa, Chief of Family and Community Engagement
Providence Public School District
Rhode Island

Equip your staff to deliver superior customer experiences.

K12 *Insight*'s professional development programs reflect the latest education issues and challenges. Courses include:

Create a CX Mindset in Your District

Create a customer service mindset that will help you remain positive and grounded when working with customers.

Tap Into Empathy

Communicate with empathy, build trust, and help families feel like a valued part of your school community.

You Can Build More With Rapport

Learn the soft skills needed to have confidence in every exchange, create meaningful relationships, and improve school climate and culture.

Channel the Challenging Customer

Understand the actions of challenging customers and learn tools to defuse tense situations.

Investing in Yourself is an Investment in Your School

Create a unique self-care regimen to ensure you and your team are best equipped to tackle challenges.

Teambuilding for Work Groups and Leaders

Reconnect with your staff by focusing on communications, process improvements, and workflows.

Be the Best Version of Yourself and Students Win

Apply diversity, equity, and inclusion practices and create superior customer service experiences districtwide.


Uplevel your staff's customer service skills.




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