



### Request for Contract Update

Pursuant to the terms of contract number R220301 for Feedback and Customer Service Solutions for Schools Contractor must notify and receive approval from Region 4 ESC when there is an update in the contract. No request will be officially approved without the prior authorization of Region 4 ESC. Region 4 ESC reserves the right to accept or reject any request.

K12 Insight (Contractor) hereby provides notice of the following update on this date August 15, 2022.

**Instructions:** Contractor must check all that may apply and shall provide supporting documentation. Requests received without supporting documentation will be returned. This form is not intended for use if there is a material change in operations, such as assignment, bankruptcy, change of ownership, merger, etc. Material changes must be submitted on a "Notice of Material Change to Vendor Contract" form.

**Authorized Distributors/Dealers**  
 Addition  
 Deletion  
 Supporting Documentation

**Price Update**  
 Supporting Documentation

**Products/Services**  
 New Addition  
 Update Only  
 Supporting Documentation

**Discontinued Products/Services**  
 Supporting Documentation

**States/Territories**  
 Supporting Documentation

**Other** \_\_\_\_\_  
 Supporting Documentation

Notes: Contractor may include other notes regarding the contract update here: (attach another page if necessary).

Price increase for Let's Talk from           /student to           /student

Submitted By: Celia Anderson

**Approved by Email:** Date 8/18/2022 | 2:50 PM CDT

Title: Director of Revenue Operations

**Denied by Email:** Date \_\_\_\_\_

Email Address: canderson@k12insight.com

DocuSigned by:  
Robert Biegelmann  
Region 4 ESC: \_\_\_\_\_  
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August 15, 2022

Dear Mr. Zingelmann:

Thank you for being a valued partner. At K12 Insight, we are committed to helping school districts deliver a superior customer experience and we appreciate the partnership with Region 4 ESC and OMNIA Partners.

On January, 1, 2022, K12 Insight updated the list price of Let's Talk to [REDACTED] per student which is a 42% increase. This price update impacts new subscriptions and renewals.

We are requesting to reflect this price increase in our contract with Region 4 ESC / OMNIA Partners effective Sept. 1, 2022.

This request is reflective of our continued investment in building a platform that helps school districts deliver better experiences, better engagement, and better education.

Let's Talk — the only all-in-one customer experience and intelligence platform purpose-built for education — is reliable, secure, and simple, and backed by industry-leading expertise and the personalized partnership and support school districts need.

Current features include:

- Easy-to-deploy, self-service tools and an intentionally simple, yet powerful user interface
- Unified inbox to streamline communications
- Real-time dashboard to reveal trends and needs
- Campaign manager for outbound communications
- Critical Alerts to identify issues before they become crises
- Topical landing pages
- Custom forms
- Social media integration
- Text messaging and phone lines
- SSO (Single Sign On) and SIS (Student Information System) integration options
- Translation tools

Since 2020, we've added many new features including:

- Let's Talk Assistant, the first chatbot built specifically for K-12 school districts
- Live agent feature, which helps stakeholders find the information they need if an answer online isn't immediately available





- Workflows, which use rule-based automation to reduce or eliminate time spent on repetitive tasks
- Enhanced translation support for all dialogues, including text messages
- Knowledge Base, a self-service article library that connects customers to the information they need to know
- Account Builder tools designed to simplify the process for creating high-quality landing pages, including:
  - A step-by-step wizard to help you build your Landing Pages and Tabs
  - Let's Talk Suggested Categories and Topics to jump-start your account setup, based on hundreds of successful Let's Talk implementations
  - Advanced Landing Pages, allowing you to feature self-service tools like Knowledge Base and Let's Talk Assistant alongside your contact forms

In the near term, releases will include:

- Net Promoter Score collection tool and dashboard, allowing districts to regularly take the pulse of community perceptions of their school system
- Form builder, allowing districts to design forms to collect relevant information up front to provide more efficient support to their customers
- Enhanced customer profiles via SIS integrations
- Trustee Tracker, a tool and dashboard designed specifically for collaboration between school districts and their boards to allow board members to submit and receive response to questions and feedback from their constituents
- Dashboard updates that move beyond data to live analytics to allow for actionable insights and a view of what's trending in districts, regionally, and nationally

These are just a handful of the features and services we provide, with many more in the works. We will continue our partnership with our district leaders and staff, as well as Region 4 ESC and OMNIA Partners. We assure you our quality of service will reflect a similar increase.

Sincerely,

Celia Anderson

Director of Revenue Operations

