Update on Strategic Initiative 2b: Customer Service
Develop and communicate clear, consistent and explicit expectations for staff interactions with students, families, partners and each other.

Strategic Theme # 1: Create a Positive and Supportive School Culture
Goals

1. Develop standard expectations so customer experience from person to person and building to building are consistent.
2. Provide families with additional resources to navigate the District.
3. Deliver customer service training to staff.
4. Monitor and track all forms of customer feedback through constituent management.
5. Increase proactive engagement.
6. Survey families more than once a year.
Why is this initiative important?

You don’t get a second chance to make a first impression.

• Personal day-to-day interactions and customer experiences matter.
• Our customers needs are more complex and timely responses are expected.
• School choice and employment decisions are based on what is heard from friends, neighbors, colleagues and social media (mommy blogs, Facebook, LinkedIn).
• Increased competition requires a new approach.
Who are PPS Customers?

- Students
- Parents & Families
- Teachers
- School-based Staff
- All Employees
- Community Partners
- Prospective Parents & Families
- Prospective Employees
- Taxpayers
- Vendors
Customer Service is the deliberate act of taking care of the customer's needs by providing and delivering professional, helpful, high-quality service and assistance proactively (before), during, and after the customer's requirements are met.

Customer Service is:

- An attitude NOT a department.
- A personal responsibility of every employee at all levels.
- A marketing and communications strategy.
Our Approach

• Parent Advisory Council
• Employee of the Month Program
• Customer Service Training
• School Marketing Toolkit
• Customer Service Standards
• Family Fact Sheets
• Customer Experience Platform – “Let’s Talk”
Customer Service Standards

Goal:
Develop standard expectations so customer experience from person to person and building to building are consistent.

**G**
Greet with warmth and promptness.
- Smile, use a pleasant voice, make eye contact and be aware of body language.
- If you are busy, communicate promptly and set clear expectations.

**R**
Respond accordingly.
- Take time to listen and understand the customer’s needs and determine how to best assist.
- Avoid generalizations and be mindful of your biases—respect diversity (linguistic, cultural, racial, gender, and sexual orientation).
- If you don’t know, don’t assume.

**E**
Engage kindly and empathetically.
- Understand that every customer is calling or visiting because they need our assistance.
- Be mindful of their history with PPS (i.e. you may be the third person they were transferred to).

**A**
Acknowledge and offer support.
- Every customer interaction is important.
- If in person, establish eye contact.
- Provide your undivided attention.
- Conduct yourself in a friendly and engaging manner.

**T**
Thank and check back in.
- Make sure all needs have been addressed.
- Take a moment to evaluate your interaction—did you provide the best customer service? If not, what can you improve for next time?
Goal: Provide families with additional resources to navigate the District.

Transportation Services

Your Children are Our Top Priority
Transporting more than 30,000 children to and from school every day is a big responsibility—-you are very seriously. We are committed to both safety and service, and have a team of supervisors on staff to answer any questions or concerns you may have. To contact us, call 412-591-4125 or visit www.pghschools.org/transportation.

Who is Eligible for Bus Transportation?
Students in grades K-12 who are residents of the City of Pittsburgh and attend either a Pittsburgh Public neighborhood or magnet school, or a non-public school within a ten-mile radius of the City are eligible for free transportation. Pre-K students are not eligible for bus transportation unless they are students with exceptionalities who have been placed by Early Intervention.

• PPS students in grades K-5 may ride the bus if they live more than 1.5 miles from school.
• PPS students in grades 6-12 are eligible for bus transportation if they live more than two miles from the school.

Are there exceptions to the test:
1. Hazardous Routes: An automated system provided by PennDOT exceptions to transportation eligibility can be made if the highway, road, or traffic conditions on the route are hazardous to the safety of the child.

2. Medical Reasons: Students may qualify for transportation if the District Medical Consultant approves such transportation based upon information provided by the student's medical provider. This information must be submitted to Health Services on the Medical Transportation Form.

3. Exceptional Children: Students who meet certain enrollment criteria specified by the Program for Students with Exceptionalities (PSE) may be provided transportation by the District upon recommendation of the Director of PSE. Contact the PSE office at 412-591-3132 if you have questions.

Forms to regard Hazardous Routes and Medical exceptions may be found at www.pghschools.org/transportationforms. Please note: If your child is receiving specialized transportation and misses three days in a row, transportation services will be suspended. Families must notify the PPS transportation department and/or the child's school.

Bus Assignments
Your child's bus assignment is based on the home address listed on his/her student record. Early will mail a letter to the home that contains your child's bus number, location of the bus stop, and time and return home in the afternoon. Please keep this letter handy. It contains your child's bus information on how to contact the bus driver if necessary.
Let’s Talk – A Customer Experience Platform

Goals:
• Deliver customer service training.
• Monitor and track all forms of customer feedback including via social media, phone calls & emails.
• Manage constituent relationships.
• Increase engagement with ESL families.
• Be less reactive by increasing proactive engagement.
• Survey families more than once a year.
Complimented Through Technology

• Currently the Call Center logs calls with the target of “solving” issues on initial call.
• Currently handling 1000-2000 calls per month.
• Highly manual process.
• Not always “satisfied” with every answer.

Need: Working from a common Customer Service “Hub” – rather than simply a call log system – is a necessary keystone for a better, thorough, and satisfactory experience.
With our goals in mind, and our current state well known, we engaged our team leads and contributing departments to unpack potentials:

1. Can we scale current technologies? ✗
2. Can we replace our existing systems? ✔
3. Can we get better about the “routine”? ✔
4. Can we get smarter with our answers? ✔
Gaining Efficiencies

1. Aiming for a proactive state, not simply reactive
2. Simplifying the engagement experience
3. Prioritizing quick wins
4. Regularly tracking and monitoring data
5. Relying on IT to deliver a secure and stable platform, but distributing the engagement through a common platform.
An Intentional and Efficient Approach to Customer Service and Customer Experience in Schools

Suhail Farooqui
Dr. Gerald Dawkins
Need and opportunity to focus on the INBOUND
The *Normal* World

Representative

District Leaders’ World
COMPONENTS OF THE LET’S TALK! PLATFORM

- Customer Interaction Intake
- Workflow Engine
- Analytic Engine
- Dashboard and Alerts
Let’s Talk!

Let’s Talk! Platform

#1 Customer Interaction Intake

#2 Workflow

#3 Analytics

#4 Dashboard

#5 Alert

Alert
FY2020 Budget Hearing
- Hosted by the KCPS Board of Directors

This public hearing is an opportunity for KCPS stakeholders to learn more about the proposed budget for the 2019-2020 academic year and to address questions to the Board and administration. Click the link above to learn more about this meeting.
Let's Talk
NEW CTE EARLY CHILDHOOD PROGRAM

Apply online today!

FIND IT FAST
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Let's Talk!

DIALOGUE DETAILS
Priority: P2 (Normal)  Status: In Progress
Dialogue Type: Concern  Entry Point: District Website

DIALOGUE ASSIGNMENT
Interest Area: Transportation
Owner: Anna Salone

TEAM MEMBERS
GL  KR  MB

TAGS
Choose a Tag

MCSD
Lynn Carrier Fersh
703-542-9628
Model Community School District

- Updated dialogue status: marked as 'Closed'
- Sent feedback form to Customer, Lynn Fersh

May 30 at 1:27pm
Changed interest area: Carrier Elementary School to Transportation

May 30 at 1:26pm
- Added a team member: Mike Boscarino

May 30 at 1:26pm
- Posted a comment

@Mike Boscarino: Can you assist me in reviewing the lighting timing at our school?

May 30 at 1:25pm
Lynn Carrier Fersh
- Changed dialogue owner: Lynn Carrier Fersh to Matt Lindbloom
- Updated dialogue status: marked as 'In Progress'

May 30 at 1:17pm
- Dialogue #05021 received
- Sent Thank you message to Customer, Lynn Fersh
- Updated dialogue status: marked as 'Closed'
- Sent feedback form to Customer, Lynn Fersh

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### District Dashboard

**CURRENT TOTALS**

- **3**
- **1**
- **0**

### District Overview

**TOTAL DIALOGUES 276**

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**Community Voice**

**UNIQUE WORDS 786**
ANATOMY OF A CRISIS

A  Whisper
B  Chatter
C  Trending
D  Crisis

100
25
5
1
Guiding Principles for Implementation

Why do it? Build buy-in

Vision: Alignment with Strategic Plan
Guiding Principles for Implementation

Why do it? Build buy-in

Vision: Alignment with Strategic Plan

Benefits: Risk mitigation, Engagement (student achievement), Brand ($)

Candidly address apprehension: more transparency and accountability

Not new or more work but existing work rendered more efficiently

Share success in other comparable systems
Guiding Principles for Implementation

- Customized, unique to each district
- Phased (1-3 years)
  
  Start small and grow

  Start where the need is the biggest, easiest to catch on, show impact

- Ownership is spread out, not all one person
  
  No additional staff needed

- IT
  
  SaaS, data privacy and security, data integration, ADA Compliance
THANK YOU

K12 Insight

Gerald Dawkins

www.k12insight.com