K12 *Insight*

Let's Talk Product Maturity Model
Your journey to superior customer service

Tactical

SSO/SIS integration
Offer a pleasant user experience and easy access to customer information

Enable pop-out tab
Embed throughout all website navigation for constant customer support

Let's Talk! Assistant
Provide always-on customer service to help customers get answers to common FAQs 24-7

Primary landing page with "Contact Us" button
Drive all communications to one place with a universal "Contact Us" call to action

Central office departments
Each department manages at least one topic button on the district's landing page

Transfer processes into Let's Talk via custom forms
Replace existing forms and processes with a Let's Talk workflow

Text messaging
Allow customers to text their feedback and questions directly to the district

Promotion
Actively promote Let's Talk across the district. Use our Communications Toolkit to build awareness districtwide

25% staff adoption of Let's Talk
Ensure at least 25% of staff are using Let's Talk (active and current users)

Strategic

Leverage the dashboard
Download and save reports for easy access to data. Many districts share these reports with their boards

Remove email addresses from website
Reduce the risk of malware/ransomware attacks by removing all email addresses and replacing them with a Let's Talk form

Live Agent
Enhance Let's Talk Assistant with human support when available

Set up workflows, response templates, and alerts
Simplify your workload with key features that streamline communications

All campuses have a landing page
All campuses own their topics and Let's Talk processes

Additional landing pages for high volume topics
Break down high volume topics into separate landing pages

All departments have a landing page
All departments own their topics and Let's Talk processes

Create/expand campus implementations
Give principals ownership over their communications practices

Identify category owners
Give ownership to power users so they can add new topics

Customer-centric

Call center
Answer phone calls and run call center ticketing through Let's Talk

Pulse Surveys*
Easily collect NPS Data throughout the year to consistently understand parent perceptions

Superintendent dashboard*
The most relevant information about conversations and insights is summarized for daily review

NPS data drives action planning*
NPS is a key metric that is understood and leveraged district-wide to power planning and drive action

Refine call center process
Continuously improve customer service practices through participation in CS workshops and implementation of call center features

Crisis drills*
Regularly complete district-wide drills that practice how communication systems will work in a crisis situation

Superintendent and board presentations
Lead annual presentations to review Let's Talk customer service data and strategic priorities with district leadership and board

*Coming soon

KEY

● Customer Intelligence and Technology   ● District Processes   ● District Culture

K12 *Insight*

	Tactical	Strategic	Customer-centric
Staff hours saved	✅	✅	✅
Two-way communication mastered	✅	✅	✅
Customer service metrics, including NPS, tracked	✅	✅	✅
Equitable access ensured districtwide	✅	✅	✅
Full-stack customer service reporting and insights utilized in decision-making		✅	✅
Secured against malware		✅	✅
AI-powered customer intelligence provides deep insights and trending topics			✅
Communications, data, and systems combined to deliver a single source of truth			✅
Customer service is a districtwide core value			✅

KEY

✅ Value Delivered