

Why School Districts Are Migrating Away From Email

“Modern” email, as we know and use today, dates back to the mid-1990s. And not a whole lot has changed since SMTP, POP3, and IMAP email protocols became the industry standard. Some three decades later, email is showing its age — and school districts are paying the price.

While Let’s Talk won’t replace email entirely — especially because internal communications don’t require the same data tracking and analysis as external dialogues — it does provide a strategy for intentionality with inbound communications from stakeholders.

As higher parent engagement leads to more inquiries, the need for schools to find a way to deflect tickets quickly, easily, and logically while maintaining excellent customer service is greater than ever.

64% of parents are more involved in their child’s education than before.

Source: National Parents Union Poll

It’s time to take customer service out of the inbox and into the 21st century.

Here’s how Let’s Talk can help with:

Internal workflows	
Email	Unified Inbox from Let’s Talk
Clunky, cluttered, and disruptive	Streamlined, centralized, and intuitive with intelligent automated workflows
Decentralized and user-dependent	All-in-one, enterprise-wide, and comprehensive
Disconnected and siloed	Single tool that centralizes every stream of communication into a single platform
Difficult to manage	Easy-to-deploy self-service tools and an intentionally simple yet powerful user interface
Linked to obsolete helpdesk and ticketing workflows	Incorporates 21st century tools, including AI and machine learning
Lacks clear accountability	Transparent and collaborative tool that offers automated workflows, dialogue assignment, and user prompts

Superior customer service

Email	Unified Inbox from Let's Talk
Doesn't track customer service successes	Uses simplified data and predictive analytics to reveal trends and needs — providing deep insights and data into the perceptions and experiences of school communities
Doesn't provide shared access to stakeholder data, history, or challenges	Uses a real-time dashboard with quick and valuable insights
Locks insights away in countless inboxes and disconnected user accounts	Improves the customer experience through a cloud-based intelligence platform that goes beyond anecdotes to understand the experiences and challenges faced by families
What happens in email stays in email	Transparent and collaborative tool that helps districts streamline inbound communications, identify problems before they become crises, and make data-driven decisions

Safe and equitable user experiences

Email	Unified Inbox from Let's Talk
Inaccessible for families without reliable internet connection or home computers	Easily meets families where they are — providing an avenue for two-way, multi-channel communication, including text message, phone call, mobile app, mobile-responsive web pages, chatbot and social media
Neglects the concept of equitable communications	Completely accessible platform with translation tools and other functionality to serve customers with time, language, or technology barriers
Vulnerable to security breaches	Safe, secure, private and protected from breaches
Leaves stakeholders hoping their requests will be answered	Assures stakeholders that their needs will be met through backend workflows that automatically route inquires to the right person

Unified inbox. Unified community.

Let's Talk is the only all-in-one, enterprise-wide customer experience and intelligence platform purpose-built for education, helping school districts deliver superior customer service.

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