



Empower the front line. Enable CX success.

Expert-led K-12 workshops to uplevel your school district's customer service skills

Empowering frontline district and school staff with strong customer service skills is critical. Once considered only needed by retailers and restaurants, customer service has become crucial for school districts — especially as options for families expand through school choice programs, charter schools, and virtual schools.

K12 *Insight's* virtual professional development programs feature expert-led, interactive customer service courses — preparing frontline staff and teachers to consistently and intentionally provide exceptional customer service.



“School staff are stressed and overwhelmed with the influx of inquiries from their communities, and K12 *Insight's* revamped virtual courses showcase best practices in customer service and provide resources to immediately address the needs of their customers.”

- Nicole Coloma, veteran educator

K12 *Insight's* revamped professional development programs reflect the latest issues and challenges faced by school staff — empowering staff with urgently needed customer service skills.

Uplevel your school district's customer service skills

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Our Courses

Developed by seasoned K-12 education professionals and experts, these one-hour virtual courses give frontline staff the tools and training to instill a customer-centric culture in their school district — supporting student success, identifying problems before they become crises, improving school culture and climate, and building trust capital.

Create a CX Mindset in Your District

Customer service — once only critical to retailers and restaurants — has become an area of intense focus and improvement for K-12 school districts. In this course, the urgency for exceptional customer service within our public schools will be explored along with how to create a customer service mindset that will help employees remain positive and grounded when working with customers. Staff will better understand what customer service means in the context of a school district and why it's important to both district leaders and stakeholders alike.

Tap into Empathy

We have all heard a feel-good story about how one educator made a difference in the life of a child, and maybe you have your own story. These educators listened to our needs by asking questions, sharing interest, and expressing concern. In this course, we explore how customer interactions are not transactions — they're an opportunity to create lasting positive impressions and foster strong relationships. Staff will learn how to ask questions that communicate empathy and build trust. Meeting customers' expectations is critical and exceeding their expectations and fostering a connection helps districts create truly memorable experiences that help families feel they are a valued part of your school community.

Increase in customer satisfaction, decrease average response times

After over 30 frontline staff members at Providence Public Schools District completed five professional development courses offered by K12 *Insight*, the district's average customer experience (CX) score increased from 5 to 8.03 (out of 10) and its average response time decreased from 5.8 business days to 1.07 business days.



3 POINTS

increase in customer satisfaction



4.73 DAYS

decrease in average response time

You Can Build More with Rapport

Schools are the heart of our communities, and supporting the success and wellbeing of students is the top priority for school districts. Frontline staff members want to build solid relationships with students, families, and colleagues because they know these relationships will support student success. Some district staff are naturally gifted in this area, and others learn how to connect in a way that earns trust. In this course, we share the “why” behind the benefits of building rapport and equipping staff with soft skills that help them have awareness and confidence in every exchange, create meaningful and effective relationships, and improve school climate and culture.

Channel the Challenging Customer

In schools, challenging customers come in all shapes and sizes — both internally and externally — and cause disruptions to your school staff’s day-to-day work. In this course, we’ll help staff understand the actions of challenging customers, how to address those actions, and strategies and tools to defuse tense situations. This course equips school staff to create a pathway for resolution after deescalating frustrated or angry customers.

Investing in Yourself is an Investment in Your School

There is a reason why flight attendants instruct you to put your oxygen mask on first before reaching over to help someone else with theirs. You cannot help others if you are not at your best — fully engaged, aware, and mentally equipped to tackle challenges. Now more than ever, our K-12 frontline staff are stretched thin. Students, families, and teachers need us to be fully present, engaged, and informed so we can support learning recovery and the social-emotional needs of students. In this course, we’ll share practical strategies and techniques to create and commit to your unique self-care regimen and support your team with theirs.

Teambuilding for Work Groups and Leaders

With school district teams pivoting from in-person, virtual, or hybrid environments, many teams have lost the collaborative engagement they once shared. Some school staff find themselves working in silos — more isolated than ever before. While their work is effective, it is often disjointed from the other schools, departments, and divisions. In this course we work to integrate the workflows of our teams with a focus on communication and process improvements. This team-building course helps school staff reconnect and recalibrate.

Be the Best Version of Yourself and Students Win


Our experiences shape who we are, and our race, ethnicity, gender, height, weight, sexual orientation, place of birth, age, and other factors impact the lens with which we view the world. This course will help you gain new perspective and foster common ground when engaging people in your organization with varying experiences. You will be equipped with ways to immediately apply diversity, equity, and inclusion (DEI) practices and create the best customer service experience.

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