Building Trust: Study Reveals Trends in School Customer Service
- Former education policy analyst at Center on Education, Washington, D.C.
- Former teacher, Lewisville ISD (TX)
- Joined K12 Insight in 2013
- Worked with district leaders to build reserves of trust

Dr Shelby McIntosh,
VP Client Success,
K12 Insight
Since 2002

We help school leaders improve school culture and climate—with a focus on the customer experience.

400+ SCHOOL DISTRICTS
national study

500+
esponses

Superintendents, Communications Leaders, School Board Members

K12 Insight
start with why...
34% vs. 47%

Public school parents with schools’ level of community engagement vs. charter school parents

Source: Rice University, 2017
Customer Service = Next-Level School Communication
"Customer service is more important than textbooks"

Keith Simmons,
Chief Of Staff,
Bibb County Schools, Ga.
special guest
Lesley Bruinton,
Public Relations Coordinator
Tuscaloosa City Schools ( Ala. )
Tuscaloosa City Schools (Alabama)

- 10,611 students
- 21 schools
- 1,300 employees
What customer experience means to us

• Be responsive
• Be respectful
• Be proactive vs. reactive
Share a message with:

Select a Topic

I am a:

Student  Employee  Parent/Guardian  Community Member

And I have a:

Question  Comment  Suggestion  Concern  Compliment

Subject

Message

Name

Email  Phone e.g (123) 456

Hide your contact information from the
so, what is the state of Cx in k-12 schools?
500+ plus responses

86% District Leader
Or Central Office Staff

30% Urban

14% Town

42% Suburban

12% Rural
Success starts with relationships

Source: State of K-12 Customer Experience Survey, 2019

Insight: trust and communication is foundational to success.
76% Very Important

Customer Service Important, But Schools Lack Confidence

VS.

45% Very Confident

Insight
Larger school districts (75K+) find it harder

Source: State of K-12 Customer Experience Survey, 2019
Only 46% confident in ability to serve community members

Who gets better service?

72% Employees

VS.

79% Parents & Students

Insight

Source: State of K-12 Customer Experience Survey, 2019
Missed Opportunities?
How school districts currently measure customer service

71% School culture and climate surveys
- Technology 55%
- Family exit interviews 18%
- Secret shopping 5%

15% no one is responsible for Cx
19% no one monitors Cx

Source: State of K-12 Customer Experience Survey, 2019
the recommendations
#1 tie Cx to your strategic plan
#3 feedback score
#4 pd & training
get started
the time is now
Q&A

Questions?
GET THE REPORT

Download the full State of K-12 Customer Experience Report

Visit www.k12cxreport.org
Want to learn more?

Our K-12 Customer Experience Platform includes:

- Customer service software
- Customer experience surveys
- In-person and online Cx workshop for staff
thank you