

# Customer Experience Management for Schools in the Age of Electronic Communication and Social Media

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*K12 Insight*

Two seminal

shifts in k12

**Two seminal shifts in k12 education**

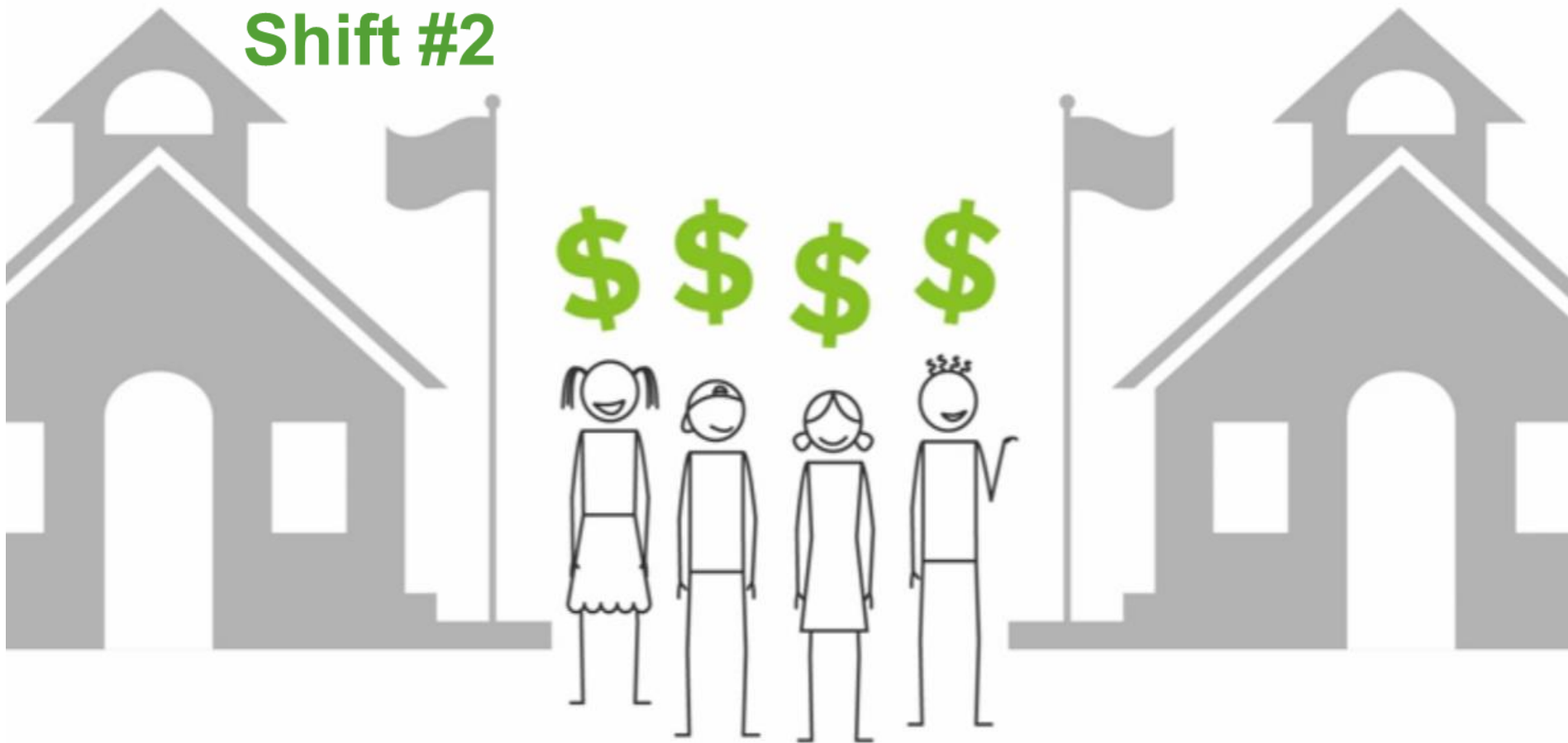
education

# Shift #1



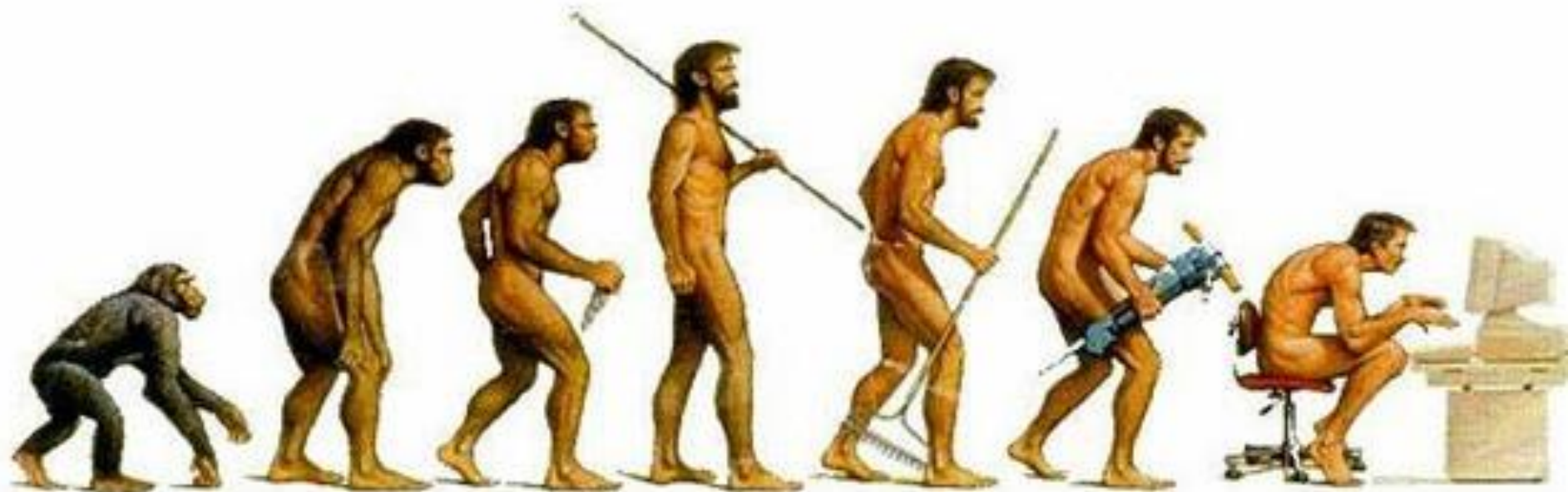
**Educator-in-Chief or Communicator-in-Chief?**

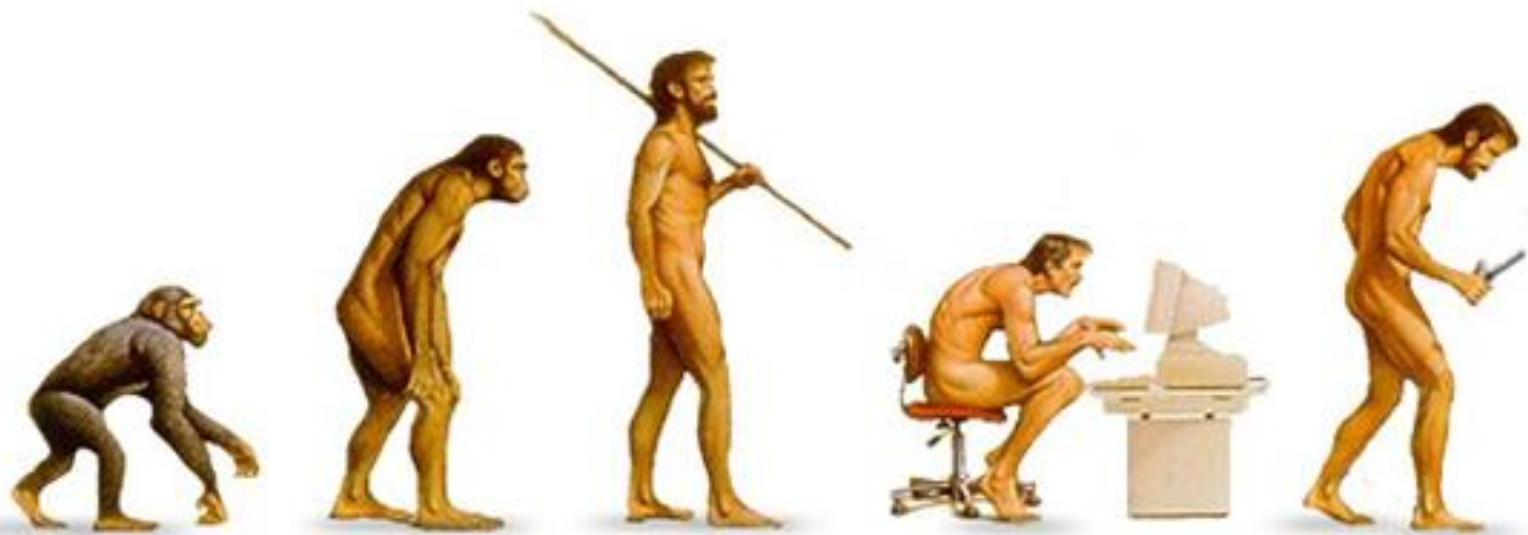
## Shift #2



**Competition**

**Nothing in the cultural DNA of K12 systems has prepared us for this**



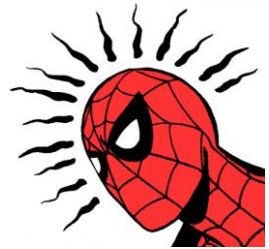


# What we've learned

5 strategies to survive and thrive



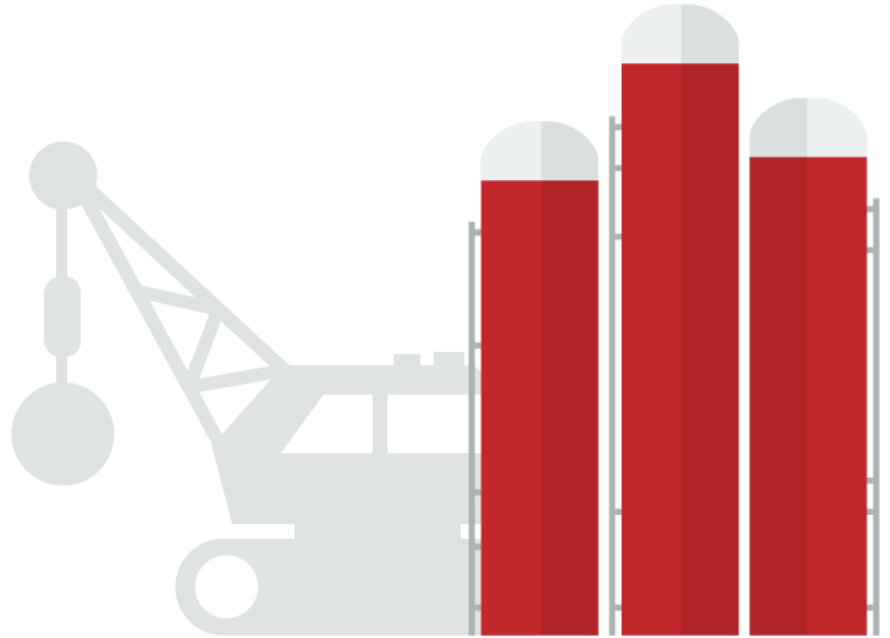
# #1 Be fire-preventer-in-chief not fire-fighter-in-chief



## #2 Take a Systems approach

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- Break down the silos
- Create an expectation of service
- Provide training for your entire team





**1 key communicator for every  
100 students**

Silos of facts and issues  
Silos of approach and style  
Silos of results: Did you gain a friend or make a foe?



In-person meetings

Emails

Phone calls

Letters

Tweets

Facebook posts

Blogs

News articles



Risks lurk in every silo.

# #3 Master the inbound

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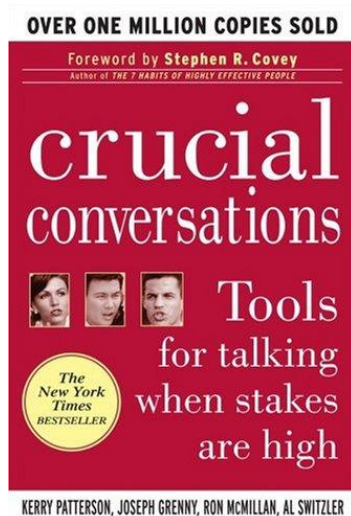
- Schools are great at outbound communications
- Not good at listening and engaging stakeholders





# #4 Be authentic

- Don't just listen
- Make people feel heard
- Show them you care — earn their trust





## #5 Don't sleep on the power of technology

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- Threats come from everywhere
- Technology can help you manage risk
- Use a dashboard to identify hot-button issues
- Create opportunities for improvement
- Be everywhere, all the time
- Give everyone a seat at every table



Silo-Free  
**System**



...that enforces a proven  
**Process**



**Support  
and PD**

- Trending issues
- Potential risks

- Risk management
- Fidelity to process

- For Continuous Improvement



Let's Talk!

# The Let's Talk! Promise

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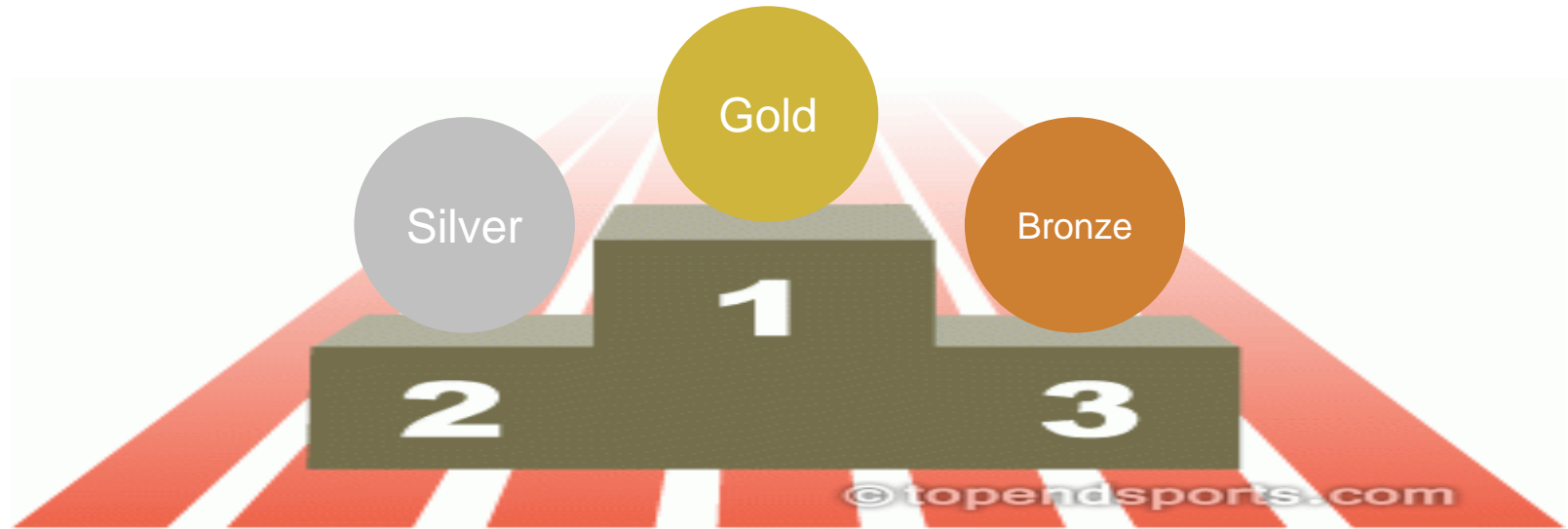
Properly implemented, Let's Talk! will provide school boards, superintendents and leaders at every level a **SYSTEM, PROCESS** and PD that result in:

1. Early warning on stakeholder issues for timely intervention
2. World class customer experience to all parents, teachers, staff, students and the community that the schools serve

# How well will LT! deliver on its promise?

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Depends on the fidelity of implementation



**Thank you!**

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