

Update on Strategic Initiative 2b: Customer Service

Expect great things.



Strategic Initiative 2b

Strategic Theme # 1: Create a Positive and Supportive School Culture

> Develop and communicate clear, consistent and explicit expectations for staff interactions with students, families, partners and each other.

Goals

- 1. Develop standard expectations so customer experience from person to person and building to building are consistent.
- 2. Provide families with additional resources to navigate the District.
- 3. Deliver customer service training to staff.
- 4. Monitor and track all forms of customer feedback through constituent management.
- 5. Increase proactive engagement.
- 6. Survey families more than once a year.

Why is this initiative important?

You don't get a second chance to make a first impression.

- Personal day-to-day interactions and customer experiences matter.
- Our customers needs are more complex and timely responses are expected.
- School choice and employment decisions are based on what is heard from friends, neighbors, colleagues and social media (mommy blogs, Facebook, LinkedIn).
- Increased competition requires a new approach.

Who are PPS Customers?

Students Parents & Families Teachers School-based Staff **All Employees Community Partners Prospective Parents & Families Prospective Employees** Taxpayers Vendors

What is Customer Service?

Customer Service is the <u>deliberate act</u> of taking care of the customer's needs by providing and delivering professional, helpful, high-quality service and assistance proactively (before), during, and after the customer's requirements are met.

Customer Service is:

- An attitude NOT a department.
- A personal responsibility of every employee at all levels.
- A marketing and communications strategy.

Our Approach

- Parent Advisory Council
- Employee of the Month Program
- Customer Service Training
- School Marketing Toolkit
- Customer Service Standards
- Family Fact Sheets
- Customer Experience Platform "Let's Talk"

Customer Service Standards

Goal: Develop standard expectations so customer experience from person to person and building to building are consistent.



Greet with warmth and promptness.

- Smile, use a pleasant voice, make eye contact and be aware of body language.
- If you are busy, communicate promptly and set clear expectations.

Respond accordingly.

- Take time to listen and understand the customer's needs and determine how to best assist.
- Avoid generalizations and be mindful of your biases-respect diversity (linguistic, cultural, racial, gender, and sexual orientation).
- If you don't know, don't assume.

Engage kindly and empathetically.

- Understand that every customer is calling or visiting because they need our assistance.
- Be mindful of their history with PPS (i.e. you may be the third person they were transferred to).

Acknowledge and offer support.

- Every customer interaction is important.
- If in person, establish eye contact.
- Provide your undivided attention.
- Conduct yourself in a friendly and engaging manner.

Thank and check back in.

- Make sure all needs have been addressed.
- Take a moment to evaluate your interaction—did you provide the best customer service? If not, what can you improve for next time?

Parent Fact Sheets

Magnet Registration

间 Reading in PPS

Personalized and Balanced Approach Pittsburgh Public, we believe that reading is one of the most important

扲 Restorative Practices

Helping Students Build Strong and Healthy Relationships—In School and In Life

Restorative Practices is a positive way of living—NOT a disciplinary tool. Through Restorative Practices, students learn to connect with teachers and other students to build a strong community. They develop appropriate social-emotional skills, come to understand how their actions affect others, and work to repair any harm done.

It is an approach built on respect, communication, and strategies for success.

We understand that when everyone is treated with respect, classrooms are safe and healthy environments that support both teaching and learning.

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Restorative Practices is not unique to Pittsburgh Public Schools. It is used successfully on college campuses, in the world of business, in counseling and social work, and in the criminal justice system.

Taking a Proactive Approach

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At Pittsburgh Public Schools, we start by setting expectations for students, then coupling these expectations with support and communications. Teachers and staff in all PPS schools have been formally trained in Restorative Practices techniques in order to build a positive school culture. They participate in monthly meetings to discuss how Restorative Practices is working in their school.

Throughout the school day, students will experience many things that are part of Restorative Practices. They might sit in a circle and discuss positive behaviors that would benefit the entire class or school community. Or they will hear teachers and staff members using specific language that is an essential part of Restorative Practices. For example, they will hear:

- Affective Statements: These are statements that express feelings about someone's behavior. For example, instead
 of reprimanding a child for being late, a teacher may say something like, "I'm concerned that you're late for class again
 because I must stop and re-teach a lesson that the class has already heard. That is not fair to you and everyone else."
- Restorative Questions: These are specific questions that invite the student to explain his or her actions. A teacher might say, "What were you thinking when you acted in that way?
- Ways to make things right: A teacher might ask a student to think about how his or her actions affected others, and what might be done to make things right.

Goal: Provide families with additional resources to navigate the District.

Special Education

Career & Technical Education



Your Children are Our Top Priority

Transporting more than 30,000 children to and from school every day is a big responsibility- one we take very seriously. We are committed to both safety and service, and have a team of supervisors on staff to answer any questions or concerns you may have. To contact us, call 412-529-8125 or visit www.pghschools.org/contact.transportation.

Who is Eligible for Bus Transportation?

Students in grades K-12 who are residents of the City of Pittsburgh and attend either a Pittsburgh Public neighborhood or magnet school, or a non-public school within a ten-mile radius of the City are eligible for bus transportation. Prek students are not eligible for bus transportation unless they are students with exceptionalities who have been placed by Earth Intervention.

- PPS students in grades K–8 may ride the bus if they live more than 1.5 miles from school.
- PPS students in grades 9–12 are eligible for bus transportation if they live more than two miles from the school.

Are there exceptions? Yes!

 Hazardous Routes: As determined by PennDOT, exceptions to transportation eligibility can be made if the highway, road, or traffic conditions on the route are hazardous to the safety of the child.

 Medical Reasons: Students may qualify for transportation if the District Medical Consultant approves such transportation based upon information provided by student's medical provider. This Information must be submitted to Health Services on the Medical Transportation form.

3. Exceptional Children: Students who meet certain enrollment criteria specified by the Program for Students with Exceptionalities (PSE) may be provided transportation by the District upon recommendation of the Director of PSE. Contact the PSE office at 412-529-3132 if you have questions.

Forms to request Hazardous Routes and Madical exceptions may be found at www.pghschools.org/transportationforms. Please note: If your child is receiving specialized transportation and misses three days in a row, transportation services will be suspended. Families must notify the PPS transportation department and/or the child's school.

Bus Assignments

Your child's bus assignment is based on the home address listed on his or her student record. Early i will receive a latter in the mail that contains your child's bus number, location of the bus stop, and tirr morning, and return home in the afternoon. Please keep this letter handy! It contains your child's bus information on how to contact the bus garage I necessary.



Reading experts

tell us:

Students will hear teachers ad staff members using specifi language that is an essential part of Restorative Practices. For example, they will hear:

Affective Statements

Restorative Questions

Ways to make things rig

 Read more about thes types of practices belo

Let's Talk – A Customer Experience Platform

Goals:

- Deliver customer service training. Let's Talk!
- Monitor and track all forms of customer feedback including via social media, phone calls & emails.
- Manage constituent relationships.
- Increase engagement with ESL families.
- Be less reactive by increasing proactive engagement.
- Survey families more than once a year.

Complimented Through Technology

- Currently the Call Center logs calls with the target of "solving" issues on initial call.
- Currently handling 1000-2000 calls per month.
- Highly manual process.
- Not always "satisfied" with every answer.

Need: Working from a common Customer Service "Hub" – rather than simply a call log system – is a necessary keystone for a better, thorough, and satisfactory experience.

Partnering with Confidence

- With our goals in mind, and our current state well known, we engaged our team leads and contributing departments to unpack potentials:
 - 1. Can we scale current technologies (X)
 - 2. Can we replace our existing systems
 - 3. Can we get better about the "routine"
 - 4. Can we get smarter with our answers \bigcirc

Gaining Efficiencies

- 1. Aiming for a proactive state, not simply reactive
- 2. Simplifying the engagement experience
- 3. Prioritizing quick wins
- 4. Regularly tracking and monitoring data
- Relying on IT to deliver a secure and stable platform, but distributing the engagement through a common platform.

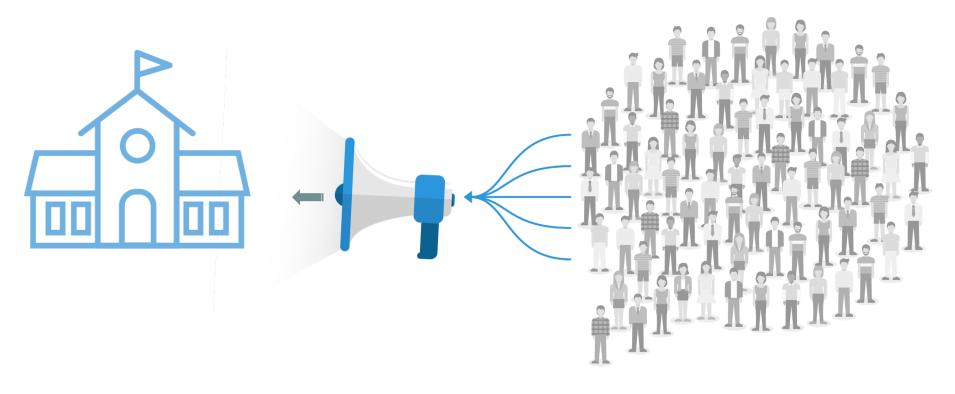
An Intentional and Efficient Approach to

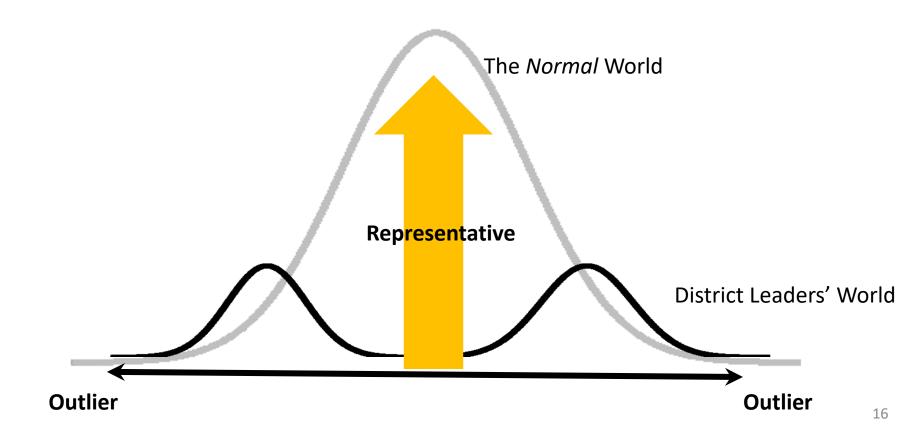
Customer Service and Customer Experience in Schools

Suhail Farooqui Dr. Gerald Dawkins



Need and opportunity to focus on the INBOUND





COMPONENTS OF THE LET'S TALK! PLATFORM



Customer Interaction Intake

Workflow Engine



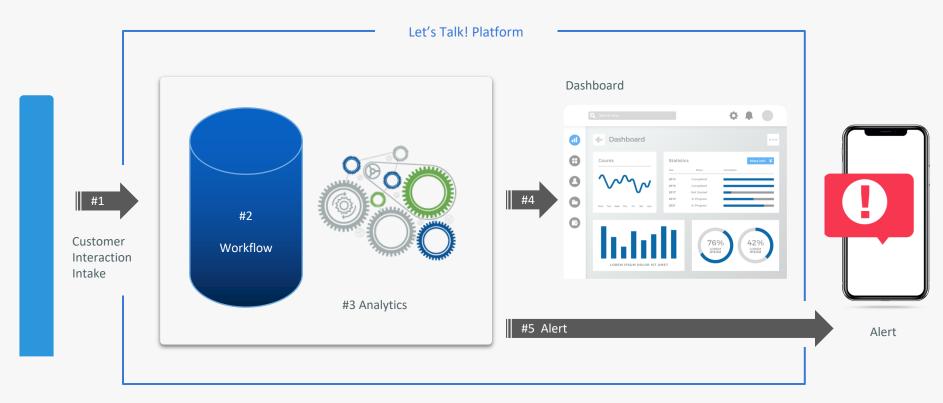
Analytic Engine

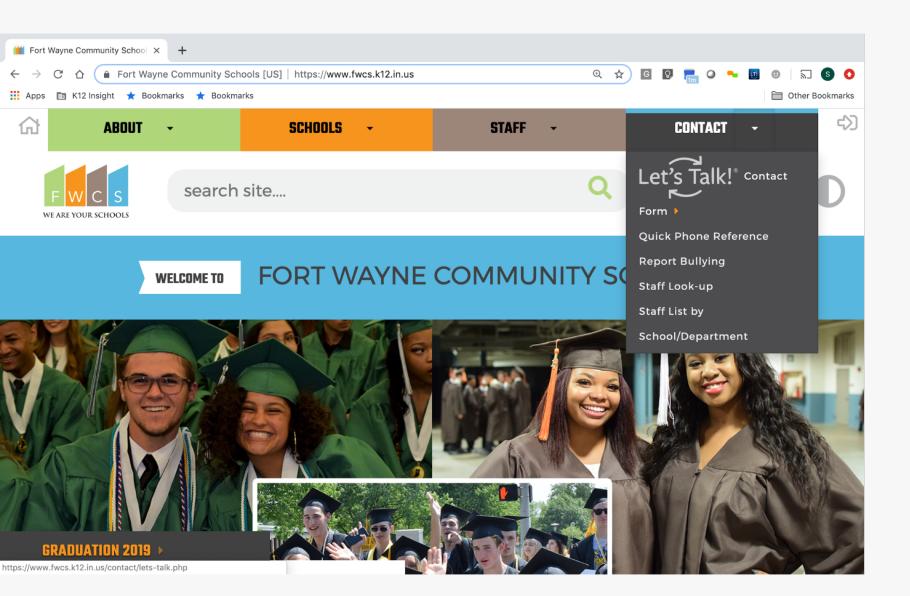


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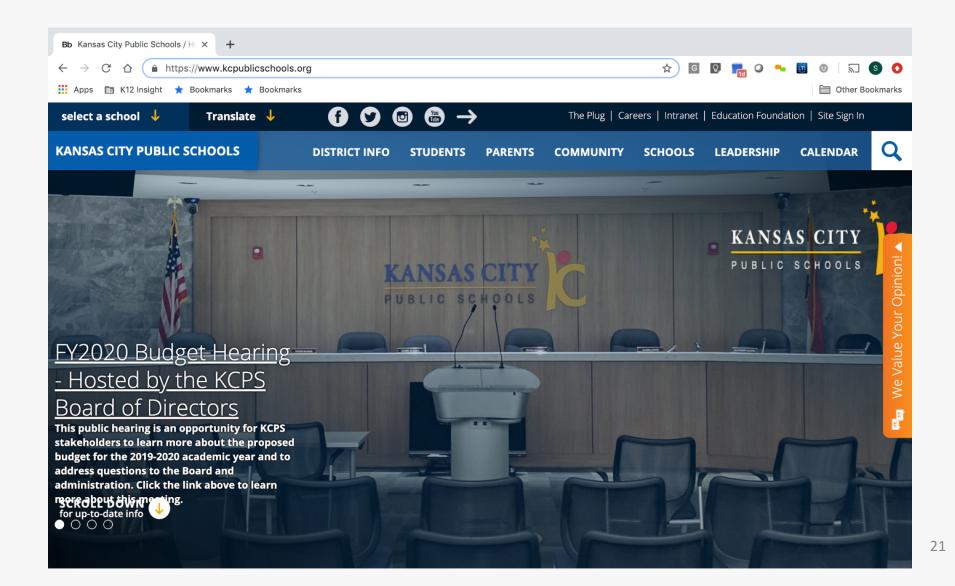
Dashboard and Alerts

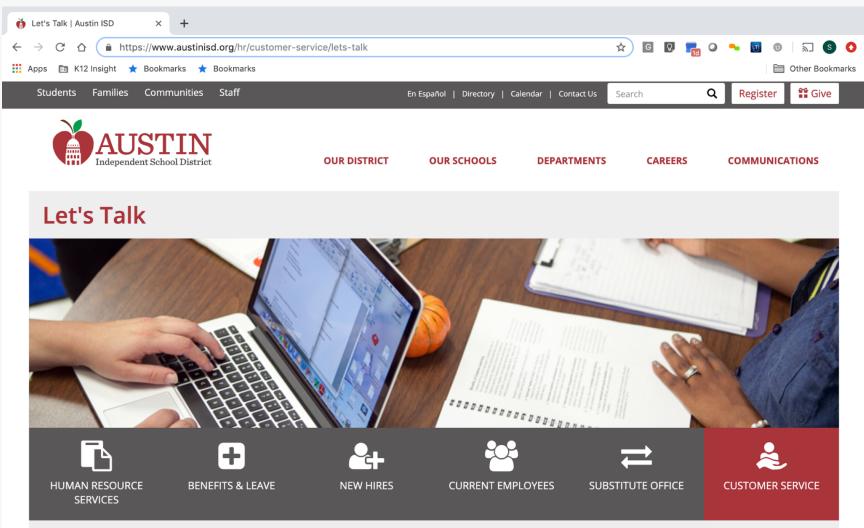
Let's Talk!



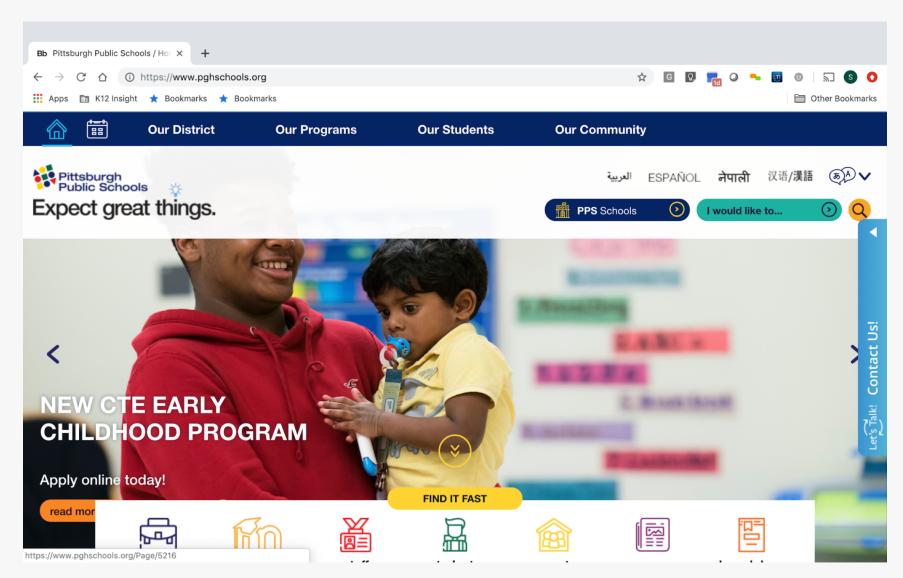








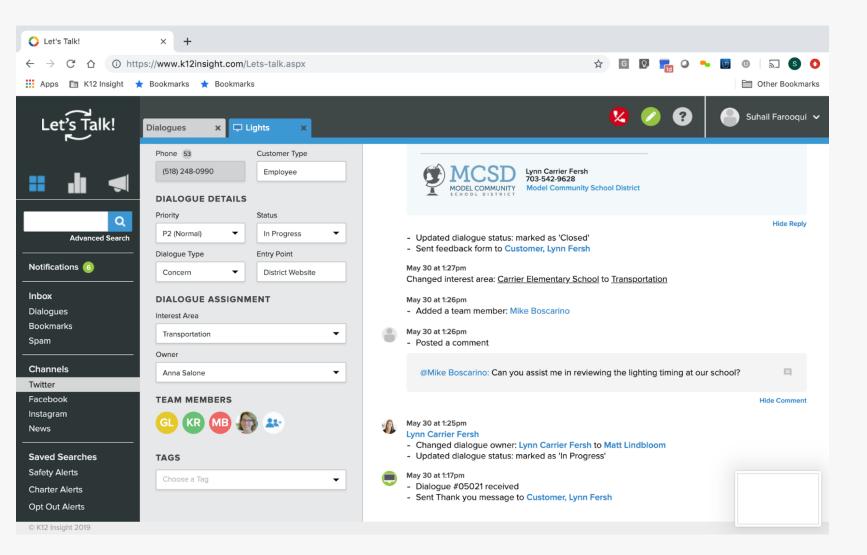
Home / Human Resource Services / Customer Service / Let's Talk

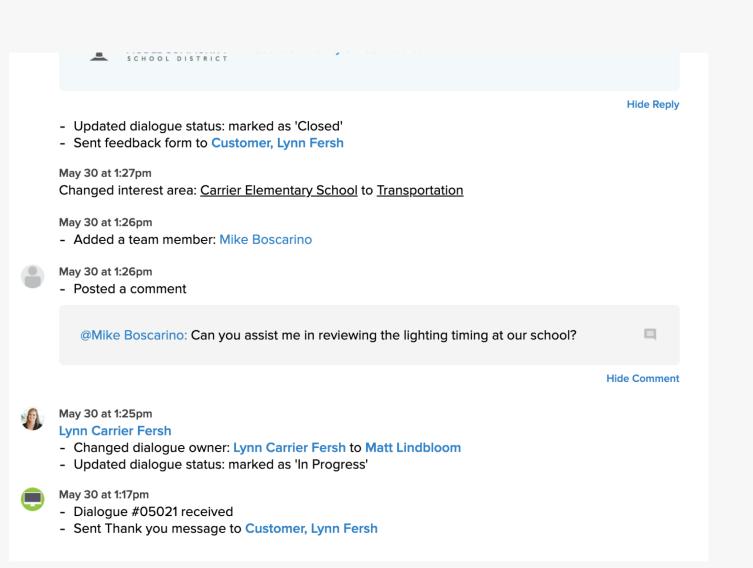


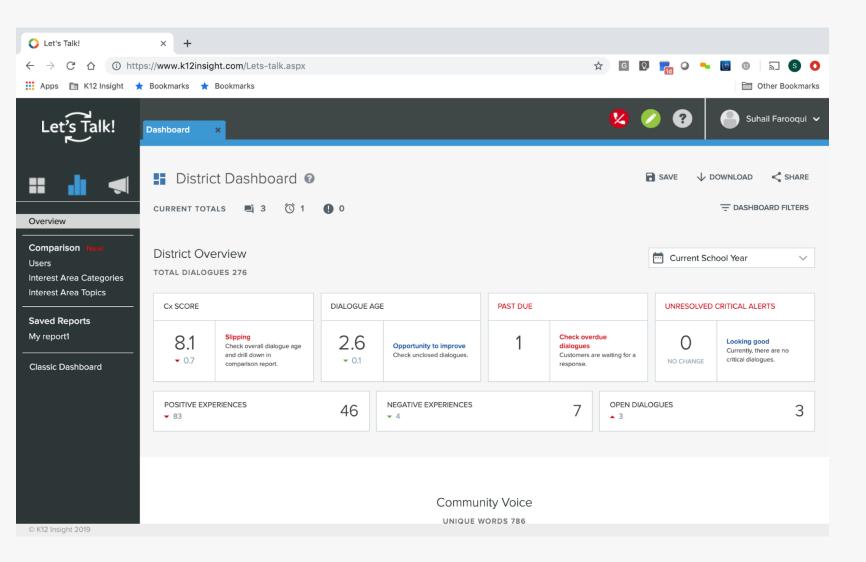
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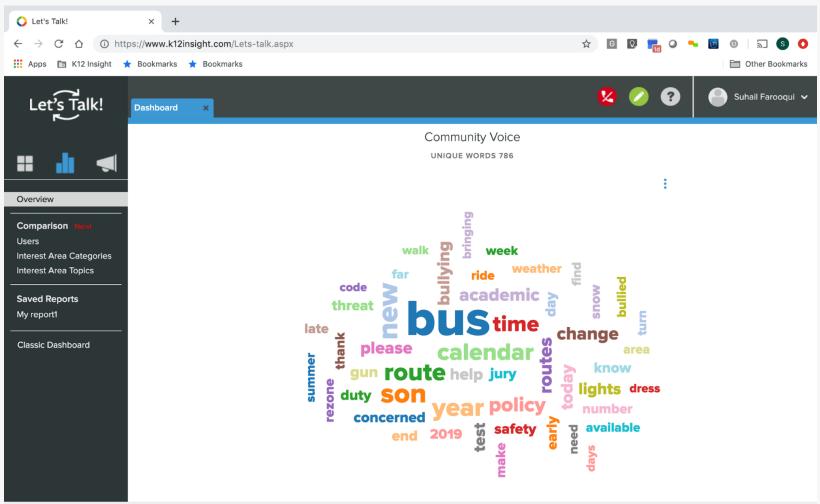
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Q Advanced Search		Lynn Fersh	Lights - The lights in the parki	May 30	In Progress	P2	Transportation	Anna Salone			
Notifications 6		Neill Flaitz	Jury Duty - Where is our Jury	May 29	Unopened	P2	Leave and Vac	Justin Flaitz			
Inbox		Gregg	Phone Call From +12022517191	May 22	Pending Details	P2	Budget Priorities	Nick Alis			
Dialogues											
Bookmarks											
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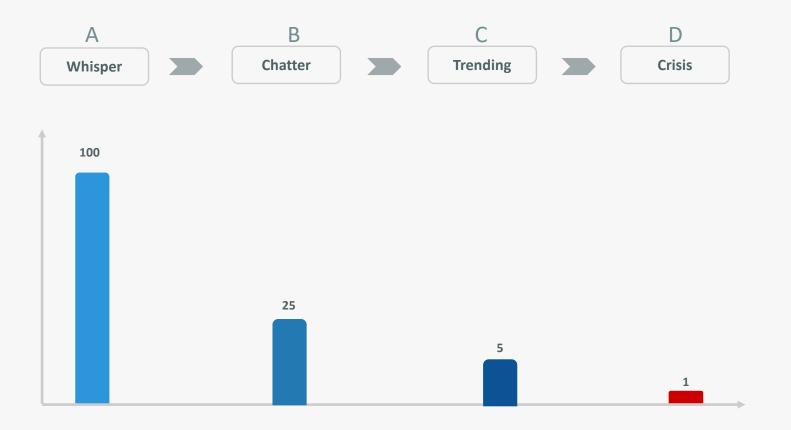






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Settings	Alert Categories			
Your Settings Profile Out of Office Activity Log & Permissions Notifications	Safety And Well Being	128	Flag keywords that could impact the safety and well being of y	
	School Choice	9	Know if parents are considering different education options for	R NK SF
	Non-Responsiveness	59	Get notified when parents and others express frustration with y	2 NK SF
Account Setup Interest Areas Users	Media Alerts	3	Previously saved custom category	NK SF
Communication Response Templates Critical Alerts Cx Score Template Form Setup Landing Page Editor Tab Editor Form Messages O K12 Insight 2019	Add New Category			

AREAS OF IMPACT









Palo Alto





K12 Insight











(SOME) IMPLEMENTATION DETAILS

(How it's Done)

MAMAAAAAAAA

Guiding Principles for Implementation



Why do it? Build buy-in

Vision: Alignment with Strategic Plan

Guiding Principles for Implementation

Why do it? Build buy-in

Vision: Alignment with Strategic Plan

Benefits: Risk mitigation, Engagement (student achievement), Brand (\$) Candidly address apprehension: more transparency and accountability Not new or more work but existing work rendered more efficiently Share success in other comparable systems

Guiding Principles for Implementation

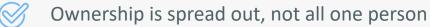
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Customized, unique to each district

Phased (1-3 years)

Start small and grow

Start where the need is the biggest, easiest to catch on, show impact



No additional staff needed

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SaaS, data privacy and security, data integration, ADA Compliance

THANK YOU K12 Insight

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