



---

K-12 SOLUTIONS FOR CUSTOMER SERVICE  
AND  
SUSTAINED STAKEHOLDER ENGAGEMENT

---

SALES ORDER FORM

K12 *Insight* LLC

2291 Wood Oak Drive, Suite 300  
Herndon, VA 20171

Joseph Douglass  
Regional Account Director

Tel: 703-542-9617  
Fax: 703-935-1403

[jdouglass@12insight.com](mailto:jdouglass@12insight.com)  
[www.k12insight.com](http://www.k12insight.com)

CLIENT INFORMATION			
<b>Name</b>	The Raytown C2 School District		
<b>Address</b>	6608 Raytown Road		
<b>City, State Zip</b>	Raytown, MO 64133		
<b>Proposal Date</b>	06/08/2021	<b>Student Enrollment</b>	7,899

DATES AND TERM OF INITIAL CONTRACT			
Term	Start Date	End Date	Total
Year 1	07/01/2021	06/30/2022	\$9,998

The pricing and terms in this proposal are valid for 30 days from proposal date.

PROFESSIONAL DEVELOPMENT SERVICES	Standard Price
<input checked="" type="checkbox"/> <b>TRAINING IN CUSTOMER SERVICE</b> K12 <i>Insight</i> will provide on-site training for staff members from schools and/or departments on <b>Best Practices in Customer Service</b> . The program helps staff develop the skills and strategies necessary to provide an exceptional experience for all customers. Schools and department representatives will receive strategies and materials needed to train staff in their school/department on these best practices.  Up to two workshops of the same session can be conducted per day. Sessions can accommodate up to 50 staff members and last 2 hours with 1 hour break in-between for setup and cleaning protocols. Pricing is based on one group facilitator and includes travel costs.	\$9,998 per day  (up to 2 sessions per day)

YEAR ONE SERVICES: 07/01/2021 to 06/30/2022					
Customer Service Workshop Services					
Quantity	Service	Price	Unit	Discount	Cost
2	On-site Customer Service Workshop (up to 2 workshops of the same session per day)	\$9,998	per day	\$4,999	\$9,998
0	Additional trainer	\$1,500	per day	-	\$0
<b>TOTAL for Customer Service Workshop Services</b>					<b>\$9,998</b>

**BILLING CONTACT**

<b>Name</b>			
<b>Title</b>			
<b>Email</b>			
<b>Phone</b>		<b>Fax</b>	

**ORDER CONFIRMATION**

This Sales Order Form is subject to and governed by the Terms of Service (v1.20), and any addenda attached. No other terms apply to K12 *Insight's* services, unless attached herein and agreed to. Client has received, read, and understood all terms applicable to K12 *Insight's* services, attached. Where applicable, Client has pre-audited this Order in the manner required by all applicable state and local laws. Client representative below hereby represents to have the authority to engage these services on behalf of Client.

**AUTHORIZED SIGNATURES****Executed for and on behalf of the Client by:**

<b>Client Signature</b>			
<b>Name</b>		<b>Date</b>	
<b>Title</b>		<b>Email</b>	
<b>Phone</b>		<b>Fax</b>	

**For and on behalf of K12 *Insight* LLC, a Division of Zarca Interactive, by:**

<b>K12 <i>Insight</i> Signature</b>			
<b>Name</b>	Adam Dean	<b>Date</b>	
<b>Title</b>	VP of Finance		

**K12 *INSIGHT* INTERNAL USE ONLY**

<b>Prepared</b>	Tory Schulte 06/08/2021	<b>Reviewed</b>	Joseph Douglass 06/08/2021	<b>Approved</b>	Krista Coleman 06/08/2021
-----------------	----------------------------	-----------------	-------------------------------	-----------------	------------------------------

## WORKSHOP 101

# CREATING AN EXCEPTIONAL CUSTOMER EXPERIENCE

## HOW TO LISTEN, LEARN, AND LEAD AS A HERO

### OVERVIEW

What is good customer service? How can it be elevated from good to exceptional? What are the pitfalls that people experience when trying to deliver exceptional customer service? Does attitude count? What is the best way to handle difficult customers? Find out the answers to these and other important questions during this interactive, information-packed, two-hour training session. Participants will explore what exceptional customer experience looks like, practice the necessary skills to deliver exceptional service, and prepare to lead as a customer service SUPER hero.



▲ Participate in engaging, guided and peer-to-peer customer service activities.

### COURSE OUTCOMES

The Creating an Exceptional Customer Experience course provides the foundation for all other K12 *Insight* SUPER customer experience training. Participants learn the structures and basic principles of our SUPER customer service framework and implementation.

- ★ Discover how to take your school's customer service from good to exceptional
- ★ Determine attributes of SUPER service defined by attendees
- ★ Identify pitfalls of bad customer service
- ★ Learn why customer service is different for schools than for businesses
- ★ Find out how to create a customer-first mindset across your system of schools

### WHO SHOULD ATTEND

Our 101 session is intended for all employees! At some point, everyone interacts with customers. Participating in this workshop ensures everyone in a school or district receives the training needed to create excellent customer experiences.

## WORKSHOP OUTLINE

The following outline highlights some of the course's key learning components.

### Get Your Head in the Game

#### Establish a Customer Mindset

- ★ The very first step of great customer service is to believe that we're part of the solution. When customer service professionals embrace the right mindset, they become more engaged, committed, and accountable for service excellence. They increase their capacity to deal with different customer service situations and stay focused on what really matters to deliver the unique service experience. We talk about this paradigm shift and how we as school employees can contribute to improving our school's service culture.

### Empathy is a Strength

#### Understand the Customer Journey

- ★ Customers have varied behavior styles. Learning how to adjust to each one improves customer service and communication. It's easy to get caught up in our day-to-day tasks and forget what our customers are going through. Taking time to understand their journeys allows us to provide exceptional service.
- ★ To embody being understanding, we first need to recognize that empathy is a strength — a superpower, in fact. Participants will learn to identify their own behavior styles and those of their customers through empathy mapping in order to adjust to each for better communication.

### Create the Environment

#### Send the Right Signal

- ★ We provide our best service when we keep our cool, but it can be hard to manage our emotions when someone approaches who is angry, anxious, or upset.
- ★ Participants learn how to use language to its best advantage during customer interactions. Special emphasis is placed on learning body language, words, tone, and phrases to reduce conflict and to eliminate phrases such as "that's not my job" and "I don't know."

### Leave It Better Than You Found It

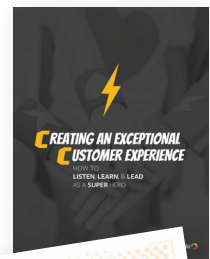
#### Deliver on Your Promises

- ★ Every interaction should be an opportunity to provide a lasting positive experience. Remember that we're all in this together and we all need to take ownership of the customer experience. For example, office communication tools designed to improve communication and customer service can do the opposite when used poorly. Using real-world case studies, participants will discuss how to interact effectively with each customer and maximize effectiveness to provide exceptional service. Think of each interaction as an opportunity to build relationships, not as a transaction.

### Build Your Customer Service Muscles

#### Assess Your Success

- ★ Consistent delivery is critically important when it comes to a customer's perception of service. With this in mind, we should think about providing a familiar sentiment across every touch point we have with customers — one that reflects our core values and commitment to customer success. Participants will learn from each other by sharing strategies on how to be responsive and reflective to make service feedback actionable.



Get materials to help teachers and staff master the art of creating positive customer experiences.



Are you ready to train the next generation of customer service superheroes in your schools? Sign up for the 101 workshop today and check out our **other workshops**.



## WORKSHOP 203

# TURNING EVERYDAY INTERACTIONS INTO EXCEPTIONAL EXPERIENCES

**PROFESSIONAL, POLISHED, AND IN CONTROL**

### OVERVIEW

Serving happy customers is easy and enjoyable, while helping those who are unhappy can be stressful, sapping, and costly to your school. However, every customer complaint gives you an opportunity to improve and provide an exceptional customer experience. This session provides participants with the tools and skills needed to provide SUPER service for every customer. Participants explore how to build rapport, listen to customers, and manage stress — all while remaining professional, polished, and in control.

### SESSION LENGTH

2 Hours

### COURSE OUTCOMES

- ★ Establish a process to build rapport
- ★ Get to the “root” of why customers might get upset
- ★ Master tools for interacting with upset customers
- ★ Practice and improve listening skills
- ★ Explore ways to manage stress

### WORKSHOP HIGHLIGHTS

- ★ Foster resilience with a dozen tools
- ★ Boost your confidence in handling all types of difficult customers
- ★ Understand why your customers are difficult and what to do about it
- ★ Deal appropriately with aggression and confrontations

### WHO SHOULD ATTEND

Our 203 session is intended for all employees. At some point, everyone interacts with difficult customers. Participating in this workshop ensures everyone in a school or district receives the training needed to create excellent customer experiences.

*It is recommended that participants attend the 101 workshop before taking this course.*

**WORKSHOP OUTLINE** The following outline highlights some of the course's key learning components.

---

### Explore What Creates a Difficult Customer

- ★ Some people are genuinely more difficult to please than others, but often difficult customers don't start out that way. Usually, difficult is a result of a series of events. The opening discussions review the most common reasons customers become upset and hard to satisfy. The group discusses trigger points, isolates common problems, and identifies possible process issues that should be further explored outside of the session.

---

### The Customer Isn't Always Right but Should Always Be Heard

- ★ Listening, understanding, and showing kindness are not only important SUPER service actions, they are the foundation of building and maintaining a 5-star reputation for your school. As in any relationship, customers want to be heard, to feel important, and to be acknowledged, especially when they have a complaint. We explore the process of listening and building rapport through interactive exercises in order to S.A.V.E. the day!

---

### How You Say It Matters

- ★ Most of us know a slip of the tongue can muddy the water. However, it's easy to say the wrong words to challenging customers if the right ones are not readily available. Participants work in teams to focus on words and trigger phrases that allow them to sound professional and calm—no matter the situation.

---

### Embrace Your Haters

- ★ While the most difficult customers are difficult for a reason, there are a few who simply cannot be satisfied. Participants learn to address customers who refuse to accept stated rules and procedures, as well as those who will not accept solutions offered to them.

---

### Handle Stress Like a SUPER Hero

- ★ Dealing with demanding customers can be draining regardless of your SUPER power abilities to handle the most difficult situations. We conclude with a review of stress-management techniques and action planning.

## WHAT'S INCLUDED

You will receive a customized, interactive workbook for each day of training. Your workbook provides a location to record new learnings, apply them to your job, reflect on fresh insights, and gather novel ideas shared by colleagues. Your workbook will serve as an invaluable reference as you implement the many structures, strategies, and ideas in this training.



Are you ready to train the next generation of customer service SUPER heroes in your schools? Sign up for the 203 workshop today and check out our **other workshops**.