



# Supporting the village: tips for improving customer support in K-12 schools





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Let's face it, schools are looking much different than what we're used to. With [four in five parents](#) saying that “they have no in-person help educating and caring for [their children],” school administrators can continue to expect flooded inboxes and phones ringing off the hook. Having spent months refining their return-to-learn strategies, it's time for schools to put their playbooks to the test.

In the webinar [“On Campus to Online,”](#) Zendesk sat down with Shylene Sanchez, Director of Technology Support at Grapevine Colleyville ISD, a K-12 school district near Dallas, Texas. Shylene clued us into how her school made the quick pivot to remote learning. She described her team's initial struggles managing the influx of support tickets but decided that going remote didn't mean they had to compromise their core values. They ultimately rolled out an approach equally focused on efficiency as quality communication and empathy.

Read on to learn how to take your customer support strategy to the next level, ensuring that as a school administrator, you too, can prioritize both people and problem solving.



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# 01

## Design a solution you can scale



In an effort to reduce call and ticket volume, one of the first things your support team can do is focus on existing resources. Promoting self-service as the first line of defense will free up agents to focus on more complex cases while guiding your community of students and parents towards a more sustainable solution. Here are a few ways you can make sure your knowledge base gets an A+.

**Use prime real-estate:** Push frequently asked questions and breaking news to the top of your website. [Promote articles](#) and use [Contextual Help](#) to get your return to learn protocol front and center.

**Design with your audience in mind:** Define your information seekers. Are they students? Parents? Faculty? If you are navigating multiple audiences, it might make sense to

tailor your knowledge base. When Grapevine Colleyville ISD went remote, they quickly decided to leverage the internal and external versions of their Guide. Technicians had one platform dedicated to sourcing repair information while students and parents were directed towards a separate one, filled with go-to resources and step-by-step tutorials.

**Put the answer bot to work:** Leveraging a machine learning tool like [Answer Bot](#) can help provide support in that “in-between phase,” catching someone as they are struggling to self-serve but before they loop in a technician for support.

## 02

# Keep communication personal



Finding ways to retain personal connections is one of the biggest challenges schools face when transitioning to a remote learning environment. If an issue can't be resolved using the knowledge base and Answer Bot's striking out, it definitely requires some 1:1 support. Below are a couple simple changes your team can make to ensure that once that person reaches an agent, they are met with the personal touch they deserve.

**Rethink automated replies:** When providing customer support, the first engagement is always the most important. Kicking things off with an automated reply is impersonal and can be ineffective and frustrating for the recipient. Try swapping automated replies out with the use of a chat function or link to a place where people can get fast and direct support.

**Turn on call-backs:** Waiting in line is never a fun way to spend time. Give your students,

parents, and teachers the choice to [request a call back](#) instead of staying on hold. This sends the message that you value their time.

**Leverage skills-based routing:** Automatically route tickets to bilingual agents or those that are ADA certified. By matching customers with agents that have the necessary skills to solve a request from the get-go, students and parents can get personalized support without the added wait time.

Whether you are working with parents that are balancing full-time careers with newfound teaching gigs, or students trying to keep up with class at home, school administrators need to remember that the K-12 community is juggling a lot right now. By investing in a support strategy designed with people at its core, administrators will not only be taking an effective course of action but also an empathetic one.

# 03

## Zendesk for Education



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Today's school districts and universities are strained as they adjust to the new realities of remote learning, budget cuts, and rising demands. Schools are ramping up quickly to ensure that students are receiving the best

education possible. Zendesk helps schools of all sizes provide efficient support to students, parents, and faculty.

Join these [K-12 schools](#) in transforming their student experience today!

