

Beyond the Buzzwords: How to Know If You're Getting Great Customer Service

A Checklist for K-12 Private Schools

You've probably heard a few K-12 software providers describe their service as "world-class." But what does that really mean? Use this checklist to ask potential vendors questions that help you look beyond the buzzwords to find out whether they truly understand your school and will show up when it matters most.

- ☐ **Support Contact Model**
Will our school have a dedicated, U.S.-based support contact or a one-size-fits-all help email and ticketing system?
- ☐ **Staff Access to Support**
Can *anyone* on our staff reach out for help, or is support limited to one or two people?
- ☐ **Training Resources**
Do you offer free on-demand training resources, especially for new staff?
- ☐ **Subject Matter Experts**
Will we have access to product experts who understand our roles (like accounting, school administration, and financial aid), not just general tech reps?
- ☐ **Industry Specialization**
Does your organization specialize in K-12 private schools, or are they serving multiple industries?
- ☐ **Customer-Influenced Innovation**
Are you actively investing in product improvements and new tools that support evolving school needs?
- ☐ **Customer Feedback Loop**
What opportunities do customers have to provide input on product updates or company direction?
- ☐ **Leadership Accessibility**
Is your executive leadership visible and accessible to customers, especially at events or during major product rollouts?
- ☐ **Community Contribution**
Beyond the product, how does your company contribute to the broader K-12 ecosystem?
- ☐ **Mission-Driven Strategic Decisions**
How do you ensure your product and support decisions are made with schools in mind—not shareholders?

**World-class service?
We actually mean it.**

Talk to us and see how service is different (and better) with FACTS.

