

Connections Academy

“Ongoing engagement with students and parents drives key decisions at every touch point of the family experience”

4.3%

increase in parent satisfaction

2.1%

increase in NPS

2%

increase in overall returning families



Overview

Connections Academy supports K-12 online schools across the United States and an international private school serving students worldwide. With a mission to deliver high-quality, highly accountable virtual education, the organization engages with a diverse group of stakeholders to get insight on how to improve the student experience.

Fast facts

Industry

Education

Category

Customer experience

Use cases

CX
Marketing
Program testing
Messaging

Key benefits

Customer (parent) satisfaction and engagement
Speed to insight
Community building

Business challenge

Virtual education is new for many families and the transition can be challenging for those used to a traditional school setting. To that end, Connections Academy set out to improve its onboarding experience for new families and to create a greater sense of community. The organization saw the potential to develop non-academic programs that support families and enhance their overall school experience.

Solution

To help support the onboarding improvement initiatives, the organization launched Chalk Talk, an insight community of students, their parents, teachers and school district partners. Ongoing dialogue with Chalk Talk community members led Connections Academy to develop initiatives that improved the student experience, including new resources for families, an innovative interactive scheduling tool, a consolidated program guide and a simplified enrollment process. In addition, community feedback led to the creation of blog posts driven by member topic preferences and streamlined email content.

Results

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increase in parent satisfaction

2.1%

increase in NPS

2%

increase in overall returning families

“Chalk Talk has allowed our teams to unlock actionable customer input that wasn't accessible through traditional feedback mediums.”

—Ben Petersen, Director of Enrollment