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Reading School District Launches ‘Let’s Talk’ to Enhance Communications

Platform makes it easy for parents, students, staff, and community members to ask questions, request information, and share feedback

READING, PA — The Reading School District will launch [Let's Talk](#), a comprehensive communications platform designed to facilitate efficient interactions between families and the district, on Monday, February 12, 2024.

Powered by [K12 Insight](#), Let's Talk streamlines communication channels, enabling the Reading School District to promptly address community feedback, reduce response times, and proactively identify and resolve issues.

"The Let's Talk platform aligns with our commitment to transparent, accessible, and efficient communication," said Dr. Jennifer Murray, Superintendent. "This tool empowers our community to engage with school and district staff effectively, ensuring their voices are heard and needs are met as quickly as possible."

Initially, Let's Talk will be piloted in three RSD schools: Lauer's Park Elementary, Northeast Middle School, and RKAA City Line High School. Additionally, integration will occur within the Communications, Transportation, Food Services, and Equity departments at the district level.

Let's Talk functions as an online customer service hub, allowing users to conveniently address inquiries, concerns, and feedback. Available 24/7, the platform offers accessibility from any computer, tablet, or smartphone. Its user-friendly interface includes a chatbot on the district's website, granting immediate access to its services to all visitors upon launch.

Let's Talk also offers translation tools accommodating all needed languages to support multilingual communications and facilitates data collection for informed decision making by educational leaders.

"In today's world, effective customer service within school districts is more crucial than ever," said Krista Coleman, Chief Customer Officer at K12 Insight. "Let's Talk empowers school districts to engage with their communities in a streamlined and responsive manner, automating essential workflows and providing visibility and metrics on how the district handles communications. We applaud Reading School District's forward-thinking approach to enhancing customer service within their district while creating operational efficiency."

To initiate a Let's Talk dialogue with the Reading School District, access the Let's Talk pop-up box on the RSD website, at <https://www.readingsd.org>. Select a topic to start a conversation.

For additional information on Let's Talk and its capabilities, visit <https://www.k12insight.com/solutions/lets-talk/>.

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