



CASE STUDY: LUBBOCK INDEPENDENT SCHOOL DISTRICT

Loop provides the tools to take a proactive approach to staff feedback and make the facilities management job easier.

Lubbock Independent School District (LISD) is the largest school district that serves the city of Lubbock, Texas and consists of elementary, middle and high schools. With nearly 26,000 students and 3,000 full-time teachers, creating an effective communication strategy across the various campuses and the overall district is important to a smooth operation.

Sodexo has been managing the facilities of LISD for over three decades, taking care of everything from cleanliness to maintenance.

The Challenges

In the past, LISD or Sodexo was not set up with system to gather feedback from the staff, principal surveys, or one-on-one visits. When maintenance problems occurred, teachers would be frustrated, then proceed to complain the principals and secretaries. This was not a quick or effective way to solve problems. There was also the concern that the client could find out at a higher level, which could impact the sentiment of the business.

The Solution

Loop has helped the Sodexo team take a proactive approach to communicating with the client staff at their schools.

With a deployed classroom survey, maintenance survey and principal survey teams can stay connected in real-time as problems arise and resolve them before they become bigger issues.

“Everyone loves the concept that the teachers have an outlet,” said Troy Talley Resident District Manager, Sodexo/Lubbock ISD Facilities.

Loop is deployed in 43 K-12 schools, plus 1 Global HQ survey. They are currently using the Loop CX product and Loop Insights add-on product for 1 Classroom Survey, 1 Maintenance Survey, and 1 Principal Survey across all locations. Using stickers, door hangers, and magnets on whiteboards in the classroom with designated QR codes, has allowed teachers to provide feedback and easily engage with the right person to solve their maintenance and cleanliness issues.

Conclusion

Since implementing Loop, Troy said that every elementary school principal is now asking for it. Not only for feedback, but also the ability to expedite service order requests directly to Sodexo to reduce administrative burden on school secretaries. This was easily implemented by using the Loop Tickets product.

“I love the ease of use of Loop. Honestly you put the barcodes up there and you’re getting feedback,” said Troy Talley, Resident District Manager, Sodexo / Lubbock ISD Facilities.

Using the Loop CX product allows Sodexo to maintain and monitor their benchmark industry standard Customer Satisfaction Score (CSAT) score of 69%. Working with Benbria’s team, they will continue to work on solutions to increase their overall CSAT score.

“Overall the data is the game-changer for us. We can find out our hotspots before they’re hotspots. Loop makes my job easier since there are no surprises,” Troy said.

About Benbria

Benbria is a leader in customer experience and engagement solutions, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, the Loop platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engage with customers to convert and recover, and motivate frontline employees to improve operations, reduce customer churn and increase loyalty.

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