PowerSchool

Category: Best Customer Experience in EdTech

At PowerSchool, we believe in the simple truth that every student deserves the best opportunities in life. That's why our mission is to power the education ecosystem with unified technology that helps educators and students realize their potential, in their way.

From the front office to the classroom to the home, PowerSchool helps schools and districts efficiently manage instruction, learning, grading, attendance, assessment, analytics, state reporting, special education, student registration, talent, finance, and HR. Today, we're proud to be the leading provider of K-12 education application technology supporting over 45 million students. Our customer base includes administrators, teachers, families, job applicants, and school communities in more than 80 countries.

Following the dramatic overnight shift to distance learning this past Spring due to the outbreak of COVID-19, PowerSchool immediately pivoted to help customers districts and educators keep the learning going, whether in the classroom, at home, or both.

We quickly launched a new [prepare webpage](#) with resources to help districts continue operations remotely and developed a free [Distance Learning Readiness Kit](#), as well as more than 600 "how to" videos for customer support. Our remote PowerSchool University hosted over 12,000 virtual attendees. We also rolled out new SIS customizations to allow for more flexible scheduling and attendance tracking in distance learning and hybrid learning models.

With the move to hybrid learning, PowerSchool saw significant growth in usage and new demand across all products to support the flexibility that every district, teacher, and student required. Schoology Learning, PowerSchool's Learning Management System, saw more than 1 trillion student interactions in the spring - a 400% increase over any time in its 10-year history. Usage continued to rise once school came back in session in the fall when Schoology Learning saw 2 trillion interactions, or double the engagement, among the same set of users from spring.

As we supported our customers facing new challenges due to COVID-19, PowerSchool also navigated the changes resulting from bringing on more than one million new students. Process improvements provided the agility required to pivot in the face of the global pandemic that completely disrupted our industry and shifted our services model to 100% remote delivery.

In 2020, we welcomed 72,455 new customers into our Support ran community and hosted over 160 customer events such as Office Hours, Ask the Experts and Webinars, designed with a chance for customers to connect with PowerSchool peers in group settings to get the answers they need. Throughout the year, PowerSchool resolved more than 560,000 support service cases.

We successfully navigated this shift in service while meeting our goals and keeping customer satisfaction at the forefront. More than 60% of PowerSchool's solution implementations resulted in customers willing to be a PowerSchool reference. We also achieved customer satisfaction (CSAT) scores of 97% and our customer sentiment score rose +38 points during COVID-19. Our ability to scale to meet

unprecedented Services demand due to COVID-19 allowed us to deliver greater than four times the volume of solutions while concurrently increasing our customer satisfaction results.

We're continuing to help educators overcome today's challenges with technology so they can build on for tomorrow. Our unified solutions work together to address learning loss, empower teachers, personalize learning, and keep districts running during COVID and beyond.

Additional Linked Resources

1. [PowerSchool COVID-19 Resources](#)
2. [Back to School Resources Page](#)
3. [Distance Learning Readiness Kit](#)
4. [Remote Operations Page](#)
5. [Tackle Uncommon Schedules in the Upcoming School Year (Blog)](#)