



CUSTOMER SUCCESS STORY: **CHARLOTTE COUNTY PUBLIC SCHOOLS**

SCHOOL DISTRICT SUCCEEDS ANGEL OUTBOUND APPLICATION

Nearly 20,000 children attend school in Southwest Florida's Charlotte County. Each year, the Charlotte County Public Schools (CCPS) conduct a "Climate Survey" to measure how satisfied parents, students and staff are with the district's services and educational programs and to look for areas of improvement.

As part of an effort to streamline the survey and reporting processes, CCPS had previously decided to turn the take-home survey into an online survey. However, since many families did not possess computers and communicating the login process proved to be cumbersome and time consuming, CCPS decided that it needed to conduct its surveys by phone. To simplify and speed up the survey and reporting process, CCPS chose the Angel outbound solution.

After reviewing Angel's web-based outbound API, CCPS developed their own methodology for determining who would be contacted and how their opinions would be reported. Responses were scaled from 1-9, with 9 the highest rating a school could receive. A list was then provided to Angel.com that contained participant phone numbers and the school associated with that phone number.

The chosen participants were then contacted and, with the assistance of Angel's speech recognition technology, guided through a list of questions that CCPS had created and entered into the web-based survey creation template. Angel then recorded and reported the data back to CCPS in a simple Excel spreadsheet that included graphs intended to assist CCPS in understanding and analyzing the data. Since Angel also provided the raw data in the report, CCPS was then able to generate further reports and dissect responses from each school. Consequently, CCPS was able to develop a rating system based on parent satisfaction responses.

This information will be used as schools and administration review and develop goals for the coming school year. "Angel worked well under the pressure of short timelines and we were impressed with their methods of communication, which include an online communication board," said CCPS Design Manager/Data Analyst, Amy Robinson.



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Amy Robinson | CCPS | [Manager/Analyst](#)

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