



**K-12 SOLUTIONS FOR CUSTOMER SERVICE
AND
SUSTAINED STAKEHOLDER ENGAGEMENT**

SALES ORDER FORM

K12 Insight LLC

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Renewal Director

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CLIENT INFORMATION

Name	Hernando County School District - FL		
Address	919 North Broad Street		
City, State Zip	Brooksville, Florida 34601-2397		
Proposal Date	1/20/2023	Student Enrollment	23,450

DATES AND TERM OF INITIAL CONTRACT

Term	Start Date	End Date	Total
Year 1	7/1/2023	6/30/2024	\$58,625

CUSTOMER EXPERIENCE PLATFORM SERVICES

Standard Price

☒ SUBSCRIPTION TO LET'S TALK

K12 Insight helps school districts deliver superior customer experiences with Let's Talk — the only all-in-one customer experience and intelligence platform purpose-built for education. Let's Talk is reliable, secure, and simple, and backed by industry-leading expertise and the personalized partnership and support school districts need. As an enterprise-wide Software-as-a-Service solution, Let's Talk is easily configurable with easy SSO (Single Sign On) and SIS (Student Information System) integration options and can be set up in multiple languages to improve equitable access.

\$5.00
per student,
per year

The cloud-based Let's Talk platform delivers easy-to-deploy, self-service tools and an intentionally simple, yet powerful user interface. This includes a unified inbox; a real-time dashboard to reveal trends and needs; automated workflows; a campaign manager for outbound communications; Critical Alerts to identify issues before they become crises; and a Knowledge Base to house FAQs and tutorials. Let's Talk streamlines communications from the standard "Contact Us" pop-out tab, topical landing pages, custom forms, social media, text messaging, and phone lines.

Let's Talk Assistant
(chatbot)
\$6,000 per year

Let's Talk Telephony — includes ten phone lines for texting/calling into Let's Talk,

Let's Talk Assistant — the first chatbot built specifically for K-12 school districts — provides always-on customer service to help district stakeholders get answers to frequently asked questions 24-7.

This subscription includes a comprehensive partnership to help support onboarding and implementation, as well as ongoing support with a dedicated Let's Talk customer success team to support customized needs and feedback management.

YEAR ONE SERVICES: 07/01/2023 to 06/30/2024

Let's Talk Platform Services

Quantity	Service	Price	Discounted Price	Unit	Cost
1	Subscription to Let's Talk Platform	\$5.00	\$2.50	per student, per year	\$58,625
1	Let's Talk Assistant	\$6,000	\$0.00	per year	\$0.00
TOTAL for Let's Talk! Platform Services					\$58,625

BILLING CONTACT

Name			
Title			
Email			
Phone		Fax	

ORDER CONFIRMATION

This Sales Order Form is subject to and governed by the Terms of Service (v1.20) located here: www.k12insight.com/terms-of-service/1.20, and any addenda attached. No other terms apply to K12 *Insight's* services, unless attached herein and agreed to. Client has received, read, and understood all terms applicable to K12 *Insight's* services, attached. Where applicable, Client has pre-audited this Order in the manner required by all applicable state and local laws. Client representative below hereby represents to have the authority to engage these services on behalf of Client.

AUTHORIZED SIGNATURES

Executed for and on behalf of the Client by:

Client Signature			
Name		Date	
Title		Email	
Phone		Fax	

Vendor's proposed Purchase Order terms rejected to the extent inconsistent with School Board's purchasing instructions. Purchase subject to terms of School Board Standard Addendum. <http://www.hernandoschools.org/departments/purchasing/vendor-information>


Approved as to Form

Nancy McClain Alfonso

For and on behalf of K12 *Insight* LLC, a division of Zarca Interactive, by:

General Counsel, HCSB

K12 *Insight* Signature

			
Name	Adam Dean	Date	1/20/2023
Title	VP of Finance		

K12 *INSIGHT* INTERNAL USE ONLY

Prepared	Tory Schulte 1/20/2023	Reviewed	Dan Wittich 1/20/2023	Approved	Krista Coleman 1/20/2023
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