

Fraser Public Schools Customer Success Story

Goals and Vision

Fraser Public Schools continues to be a strong believer in the focused use of technology to amplify student learning. In 2011, they were the largest K-12 iPad deployment in Michigan and in the top 15 largest K-12 iPad deployments in the world. The FPS community continues to support technology today:

- They provide a dedicated MacBook for every middle and high school student to take home each day, while Kindergarten through sixth grade students take home their dedicated iPad.
- They invest heavily in Professional Development and coaching for deeper use of applications and the honing of 21st century skills.
- They believe it's important to teach how to evaluate information, resources, and tools and determine if they're providing something that's easier, more powerful, or just different.

The Challenge

One of the biggest challenges Gretchen finds in her role is finding a reliable reseller with simple and straightforward customer service and support. More and more companies are downsizing or going to automated customer service or AI generated response systems, which often increases frustration and decreases the likelihood of relying on them for anything of real importance.

Besides price, Gretchen values informed and reliable resellers who look out for the best interests of their clients before pushing the latest available product or sales promotion. Hands down, the most important factor to her is prompt, transparent, and consistent communication.



Industry:
K-12 Education

Customer:
Fraser Public Schools
33466 Garfield Rd
Fraser, MI 48026

District Details:
4,535 students
595 Staff
292 FTE
9 schools

IT Hero:
Gretchen Heinrich
Technology Project Coordinator

Logisoft Customer:
Since 2012

Logisoft Solutions:
Adobe Creative Cloud
ESET Protect
Microsoft Office 365

Fraser Public Schools

What's important to me is the ability to build a relationship with a dedicated rep who I can then rely on to respond to me and/or seek out the answers to my questions. There is nothing more frustrating than getting passed around to a new rep every year and re-explaining what my organization needs with no context beyond our purchase history.

The Partnership

Logisoft is always at the top of Gretchen's list of resellers because the level of customer service provided by her rep, Aliya, is unmatched. She makes every inquiry and order simple and straightforward. Every question Gretchen has and every order she places is handled with care and attention. Orders arrive promptly, and Aliya always reaches out to remind FPS about licenses that are expiring soon so they're never caught by surprise. Gretchen says, "Aliya's dedication to her customers and superior communication skills are 100% the reason I have absolute faith in Logisoft."

In the spring of 2024, Gretchen relied heavily on Logisoft to navigate the intricate web of Microsoft Office 365 licensing after it was announced they would be retiring the free Office 365 A1 Plus program for schools on August 1, 2024. FPS struggled and failed for months to get in touch with a representative from Microsoft who could help them transition to the appropriate licenses that would best serve their 1:1 environment. In the end, Gretchen contacted Aliya, "the one person I knew would respond and help us in any way that she could. Aliya got us the answers we needed to make an informed decision based on the needs of our district."



No matter the inquiry, it's rare that I don't get a same day response from Aliya; even if it's just to tell me that she received my email and she's working on what I need. I'm consistently blown away by that kind of service and support. Compared to other vendors I've worked with in the K12 environment, that level of communication is exceptional.

Aliya has never let me down in the 5+ years I've worked for Fraser Public Schools. Therefore, Logisoft has never let me down.

I would recommend Logisoft to other school districts. I believe Logisoft is a very reliable company that respects their customers, and places customer service above all else.

-Gretchen Heinrich
Technology Project Coordinator

