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FOR IMMEDIATE RELEASE

K12USA.com Enhances Its Customer Service, Bucking Tech-Industry Norms

With a Reputation For Dismal Tech Support, the IT Industry is Fraught With Frustrated Customers, Punching Through Phone Trees and Floundering on Hold. K12USA Flips That Notion on Its Head.

Island Heights, N.J., September 6, 2016 – [PRLog - K12USA.com](#), one of the leading technology companies specializing in K–12 schools, is defying the notorious distinction held by many in the industry: that tech support is unreliable, inefficient, and expensive. With its Honor Roll Customer Service Policy, K12USA tackles the most commonly held complaints heard among school IT directors:

- Phone trees and other time-consuming nuisances when contacting tech support
- Long on-hold times and annoying music
- Problems that are left unresolved or require several phone calls
- Poor communication with difficult-to-understand technicians
- Unresponsive vendors who ignore phone calls and emails
- Having to buy pricey service upgrades to get decent support

"Customer service is one of those things you don't appreciate until you need it. But that day inevitably arrives when a device fails, your boss is breathing down your neck, and you need help immediately," explains [James Punderson](#), founder and CEO of K12USA.com. "We decided to make excellent support the crux of our business model, so that a customer never has to wait long for assistance or panic that the problem won't get fixed. Our clients have been thrilled with this extraordinary level of service."

The Honor Roll package comes free with every K12USA subscription and includes:

Human Touch: When customers call K12USA's toll-free number, they get a live person on the other end. They're never diverted through an electronic maze or forced to "press 1" for this and "2" for that.

Responsiveness and Resolution: K12USA tech engineers answer calls promptly and, with few exceptions, resolve issues upon first contact.

In-House Support in the USA: Tech support is located in K12USA's Jersey Shore headquarters and is never outsourced.

Knowledge and Proficiency: K12USA support-team members are required to know each of the company's 20 products inside and out.

Convenience: The tech-support staff responds in a way that's most convenient for the client, whether it's by email, IM, or phone.

Free Updates and Upgrades: Customers get free, automatic hardware upgrades and software updates for the life of their subscriptions.

Free Shipping: Products are ground-shipped both ways in the continental U.S. at no cost to the customer.

For more information, visit www.K12USA.com, call 877-225-0100, or email support@K12USA.com.

About K12USA.com: Founded in 1999 by former teacher and school IT consultant [James Punderson IV](#), K12USA.com develops streamlined, intuitive tech tools for K–12 schools throughout the U.S. Their product line features about 20 appliance- and cloud-based devices, including [SecureSchool](#) content filter; [WirelessTrakker](#) wireless-network-management system; and [TroubleTrakkerPRO](#), an online IT helpdesk. Every subscription comes with free and unlimited tech support, free updates and upgrades, and free two-way ground shipping (in the continental U.S.). All products and services are available for a free 30-day trial.