

Customer Centricity

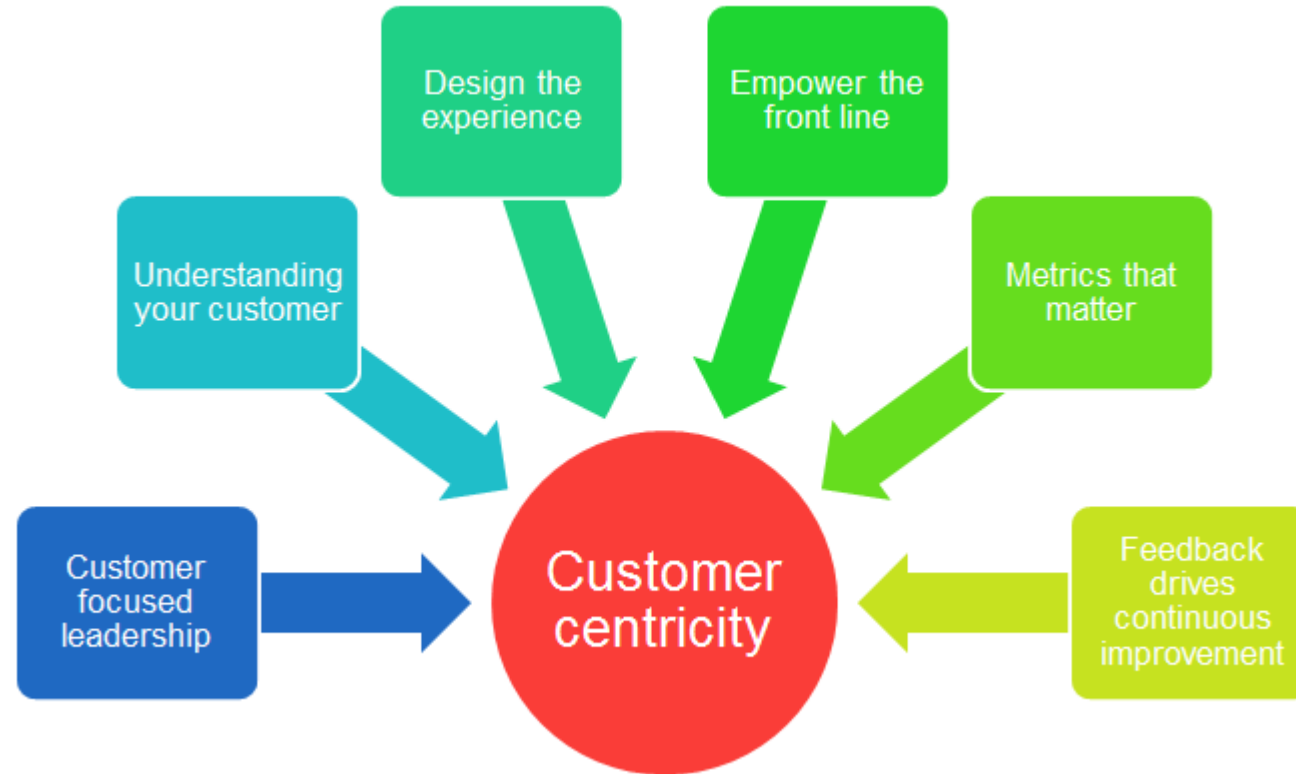
**OIT All Staff Meeting
September 24, 2019
Sarkis Daglian**

OIT values

- Collaboration
- Customer Centricity
- Inclusiveness
- Learning and Growth
- Quality
- Respect
- Transparency
- Trust

September





What is customer centricity?

- We provide our clients a positive customer experience before and after they receive services from us. This involves understanding and realizing the client's needs and goals when we design services, provide support, and do outreach activities.

Why is this important?

- Shapes organizational reputation
 - Relationship building
 - Advocacy
- Drives service adoption
 - Use of our services rather something else

Think about some companies we interact with that are customer centric



How do we go about this?

- Consider the experience for the campus perspective coming to OIT for services
- Perform outreach
 - Collect feedback
- User testing
- Recruit for it

How can this be measured?

- Customer satisfaction scores
 - Now available – 3 years of it!
- Net Promoter Score
 - How likely is someone to recommend our services to someone else?



Thank you