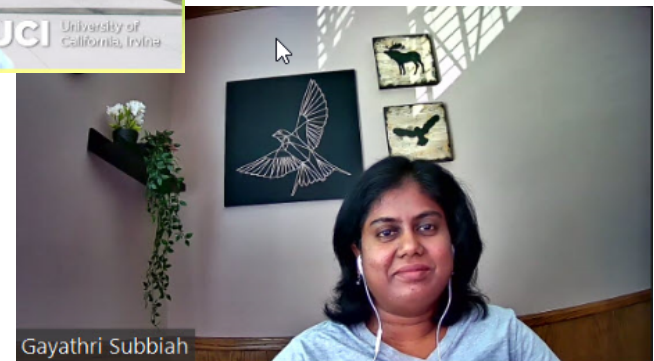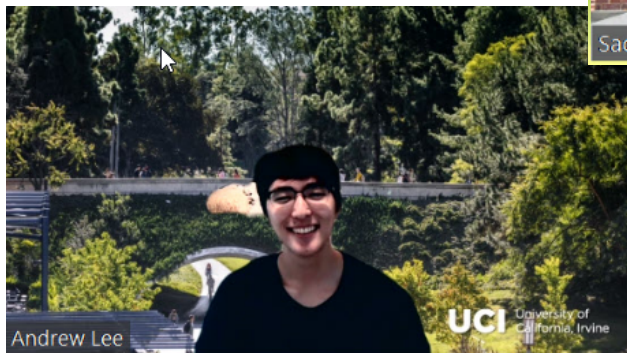# Customer Centric

OIT Staff Meeting
Sachin Shorey
Sr. Project Manager – ESMS PM Team
October 27, 2020

Enterprise Applications – Enterprise Student Management Systems

Project Management Team

So why this particular OIT value?

... being *Customer Centric* is the bread and butter of PM role, success depends on customer experience from inception to well after delivering a project.

"You've got to start with the customer experience and work back toward the technology, not the other way around." (**Steve Jobs**)

Why bother?

- **Gartner** predicts that, by 2020, poor customer experiences will destroy 30% of digital business projects.

- **Richard Branson** once said: "Customer service can make or break a business."

- According to **Forbes**, companies that lead in customer experience outperform laggards by nearly 80%.

- "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."
  — **Jeff Bezos** in a 60 Minutes interview with Charlie Rose

Hippos and tomatoes ... Ernesto Sirolli

What does it look like?

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Forbes: 10 Most Customer-Obsessed Companies Of 2019*

https://www.forbes.com/sites/blakemorgan/2019/12/20/the-10-most-customer-centric-companies-of-2019/#6d6e717d7a58

1. Chick-fil-A (Yummy!)
2. USAA (Insurance, Financial)
3. Hilton (Hotel chain)
4. Kering SA (Gucci, Yves St Laurent)
5. Workday (Software company)
6. Apple (not the fruit)
7. Natura (cosmetics company)
8. Slack (cloud-based com.)
9. Alaska Airlines (wear your mask)
10. Zola (Wedding Registry Service)

Commonalities
- Good product
- Knowledgeable employees
- Incentives for great UX
- Great places to work
- Highly engaged employees

Other notables … Google, LinkedIn, Disney, Costco, Amazon, Trader Joe's

* Rankings based on the **American Customer Satisfaction Index** (ACSI) - the only national cross-industry measure of customer satisfaction in the United States.

How to Measure Customer Experience - 5 types of metrics

https://www.gartner.com/smarterwithgartner/how-to-measure-customer-experience/

Although the number of metrics used is large, most fit into five categories.

1. Customer satisfaction (CSAT) - survey, product review ratings, timeliness/delivery stats

2. Customer loyalty/retention/churn - average tenure, purchase frequency, average order size, repeat orders, and return rates

3. Advocacy/reputation/brand - willingness to recommend, price sensitivity, sentiment scores on social media, trust ratings, and event participation

4. Quality/operations - a product or service not meeting requirements, poor customer experience (even after actions taken to remediate the problem)

5. Employee engagement* - included in perhaps only 10% of CX initiatives

* A Gartner survey identified employee engagement as a major concern in delivering CX improvements, with 86% of organizations ranking it as having an equal or greater impact than other CX challenges.

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What comes first?
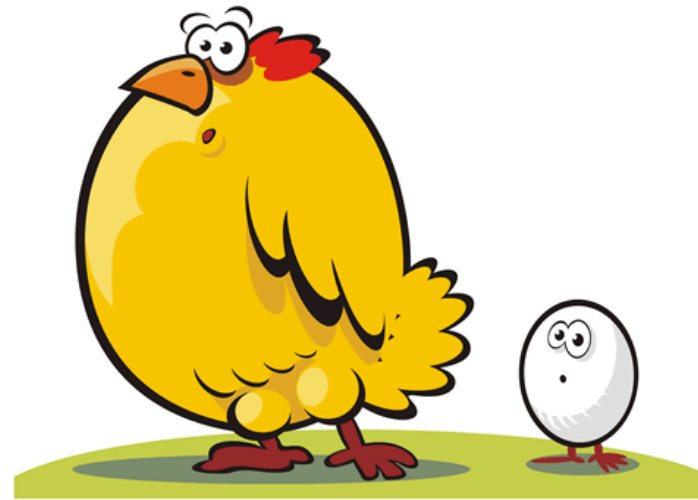
Companies that lead in customer experience have 60% more **engaged employees**

- Gartner

Companies with **engaged employees** outperform the competition by 147%

- Gartner

How do we do it?

The 10 Habits of Customer-Centric Organizations in the Age of Digital Business
(Gartner - published 12/5/2017)

© 2017 Gartner, Inc.

Key Recommendations

- Use **Modern technology** to listen/analyze/act

- Build customer **empathy** into processes, policies and systems

- Establish **privacy** guidelines that benefit customers

- Adopt **real-time capabilities** to deliver an adaptive customer experience

CUSTOMER-CENTRIC

We provide our clients a positive customer experience before and after they receive services from us. We strive to recognize and understand the client's needs and goals when we design services, provide support, and engage in outreach activities.

DO

- Seek to understand the customer's needs and expectations
- Seek to understand the customer's work, and business
- Accept that customer priorities and requirements can and will change
- Proactively offer ideas and assistance
- Regularly communicate
- Be kind

DON'T

- Believe you have all the info
- Decide customer is overreacting
- Assume customer isn't knowledgeable

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How do we

Customer Sat

https://www.oit.uci.

2019 OIT Customer Satisfaction Survey

AUDIENCE — Sent to **11,174** UCI Faculty & Staff — **12%** Response Rate (1,309)

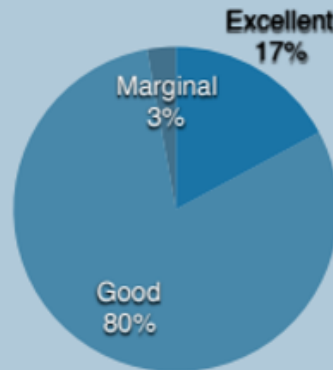**METHODOLOGY** — Confidential On-line Survey — Email Invitation – March/April 2019

AREAS EVALUATED

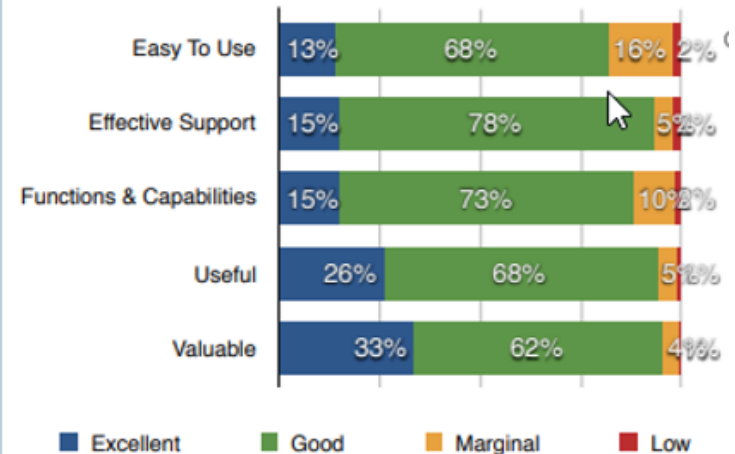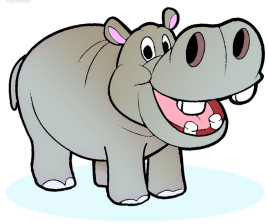**36** Support Groups Surveyed — 6-8 Standard Questions + Verbatim comment box

Excellent 17%
Marginal 3%
Good 80%

97% Rated Good or Excellent

82 Applications & Systems — 5 Standard Questions + Verbatim comment box

	Excellent	Good	Marginal	Low
Easy To Use	13%	68%	16%	2%
Effective Support	15%	78%	5%	2%
Functions & Capabilities	15%	73%	10%	2%
Useful	26%	68%	5%	1%
Valuable	33%	62%	4%	1%

Take Aways …

RESPECT! – Listen, Share local Passion, knowledge, partnership

10

Gartner.

♥ JOB

Final thought …

"People don't always remember what you say or even what you do, …

… but they always remember how you made them feel."

– Maya Angelou

Resources

https://gartner.uci.edu

https://www.gartner.com/smarterwithgartner/is-your-organization-customer-centric/

https://lumoa.me/blog/customer-centricity

https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/#77e3706d4ef2

https://www.forbes.com/sites/blakemorgan/2019/12/20/the-10-most-customer-centric-companies-of-2019/#790c0ef47a58

https://www.forbes.com/sites/blakemorgan/2019/06/30/100-of-the-most-customer-centric-companies/#199200563c3e

https://www.astutesolutions.com/blog/articles/5-must-watch-customer-centric-ted-talks#:~:text=TED%20Talks%20are%20about%20ideas%20worth%20sharing%20and,new%20and%20surprising%20ways%20to%20become%20more%20customer-centric

THANK YOU!