



May 2019

Satisfaction, loyalty, advocacy and the member experience

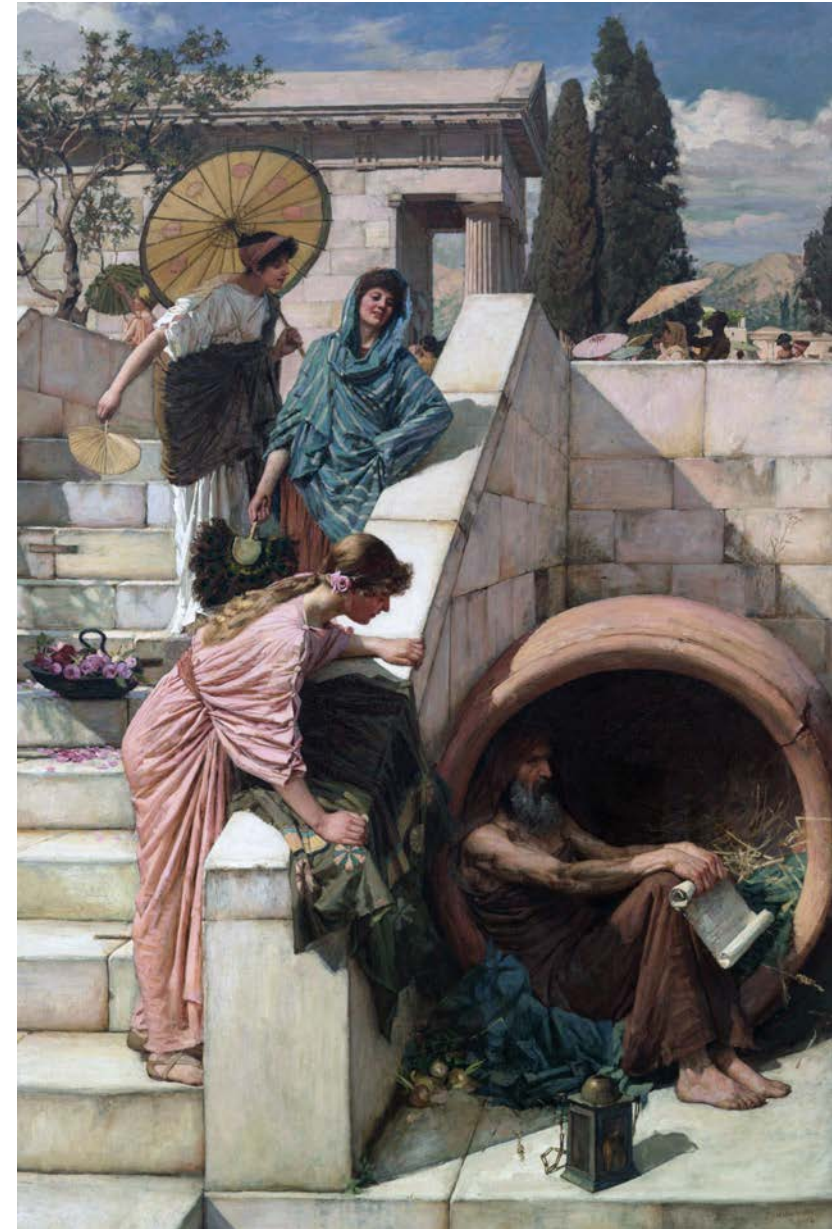


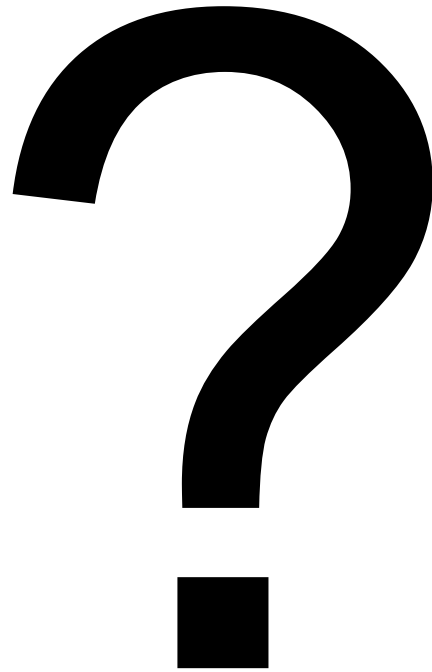
Robert Haymon-Collins, executive director marketing and communications

We have two ears and one tongue so that we would listen more and talk less

2

https://commons.wikimedia.org/wiki/File:John_Waterhouse_-_Diogenes_-_Google_Art_Project.jpg





“Jisc has been many things to many people ... it would be useful to refresh people's understanding”



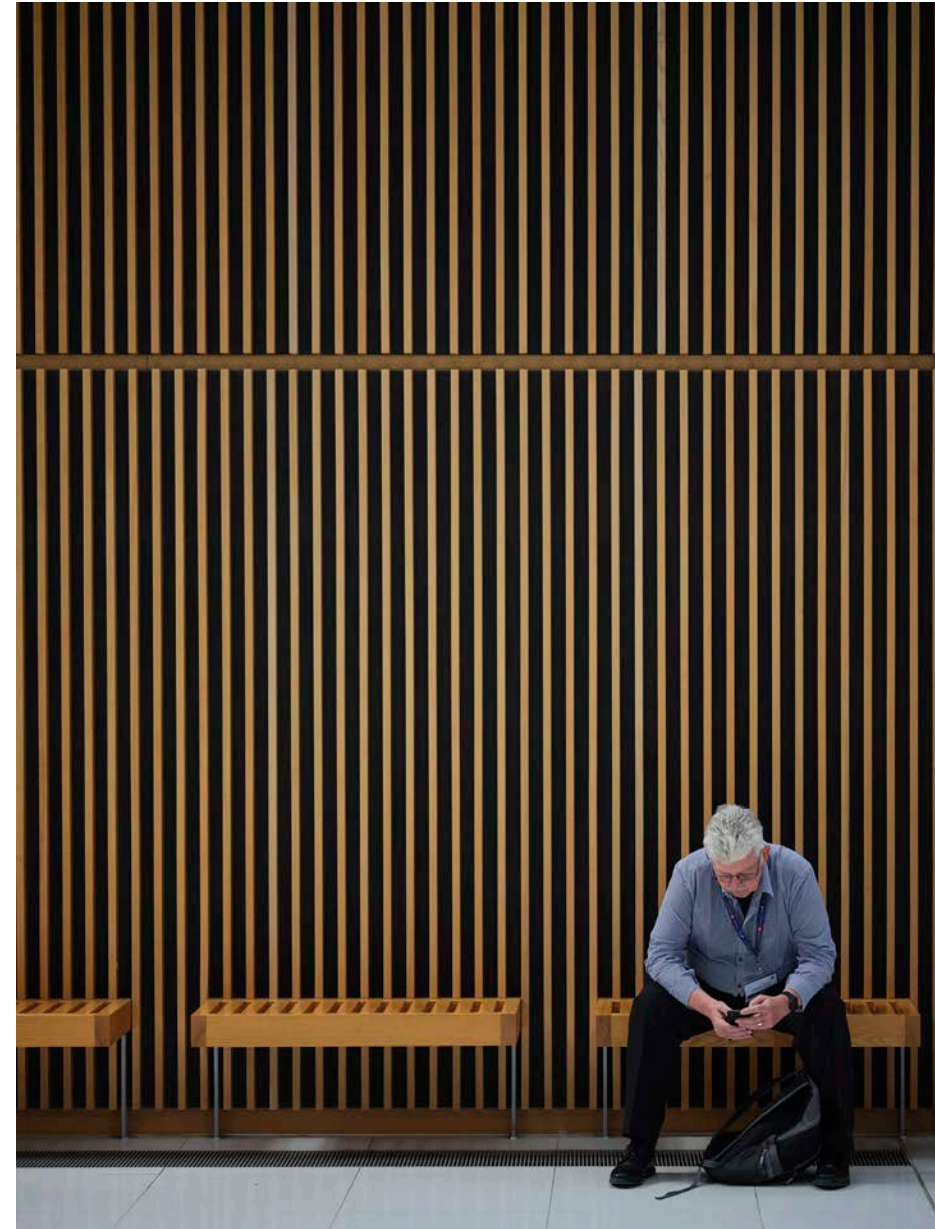
“Make Jisc more visible within universities and colleges”



**“Keep the lines
of
communication
open ...
listen and learn”**

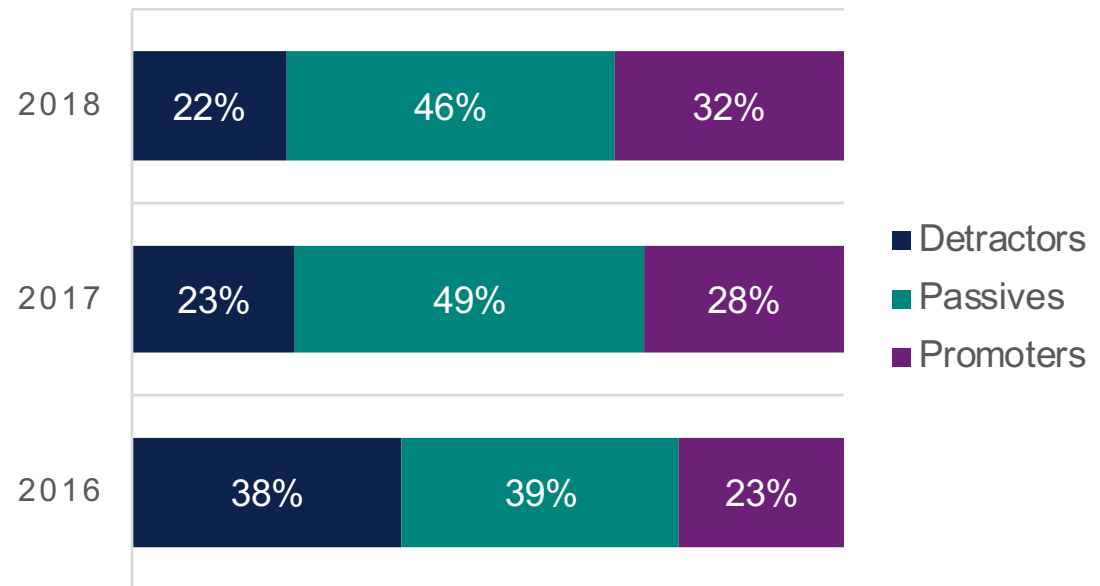


**“Better
differentiation,
offering to different
types of institution
and individuals”**



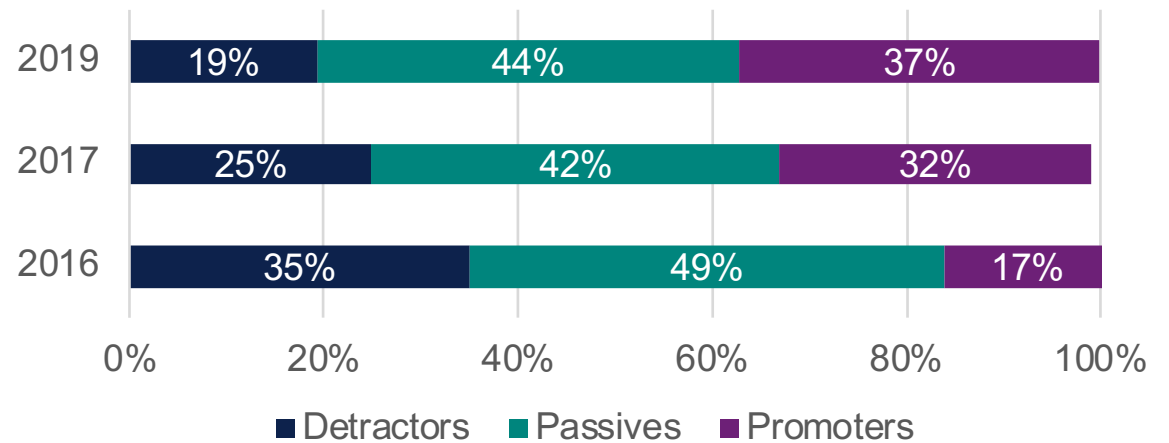
**“Jisc is highly reliable,
efficient, and responsive
organisation with the
interests of universities
and colleges at it's heart”**

Business KPI	2016	2017	2018
Satisfaction	82%	86%	88%
NPS	-15	+5	+10
Familiarity	76%	88%	89%
Alignment	-	78%	75%



Jisc annual higher education leadership survey results

Business KPI	2016	2017	2019
NPS	-18	+7	+18
Familiarity	83%	82%	86%
Satisfaction	79%	80%	89%
Portfolio alignment	-	63%	73%



Jisc annual further education leadership survey results

Strategic Objective

Deliver great member and customer experience as measured by their growing satisfaction, with a long term aim of 95% and a net promoter score (NPS) moving from good to great





Member need: “Jisc has been many things to many people ... it would be useful to refresh people's understanding”

Jisc response: market positioning



Purpose driven employees

Brand

Celebrating impact

Nurturing advocates



Member need: “Make Jisc more visible within universities and colleges”

Jisc response: membership offer



Product marketing

Managed communities

Thought leadership



Member need: “Keep the lines of communication open ... listen and learn”

Jisc response: relationships and responsiveness



Converting passives

Consultations

Responding to needs



Member need: “Better differentiation, offering to different types of institution”

Jisc response: interactions & touchpoints



Digital vision

Physical

Targets 2019/20

Purpose driven employees	70% recommend as a place to work	Thought Leadership	80% of leaders identify our experts as thought leaders
Brand	Master brand applied across whole group	Converting passives	15% reduction in passives
Celebrate impact	20% increase in the number of impact stories	Consultations	At least 50% participation rates
Nurturing advocates	10 influential advocates	Responding to needs	Member voice leads to 12 tangible improvements
Product marketing	8 priority product campaigns	Digital	>10% in user satisfaction
Managed communities	50% increase in involvement with community events	Physical	85% satisfaction across all events and engagements

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