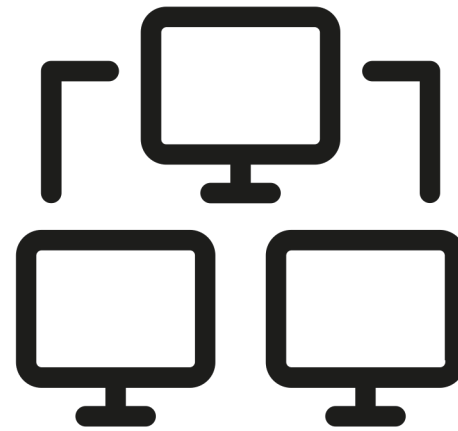
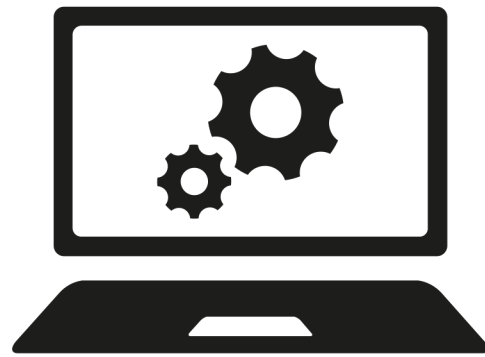
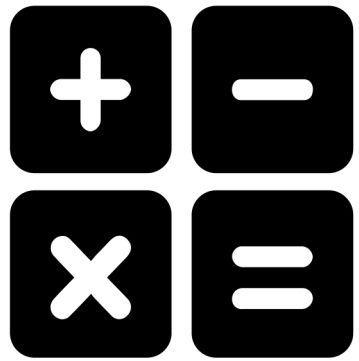




February 2019

Jisc on metrics

Louisa Dale, Director of insight









Customer satisfaction (CSAT)



Net Promoter Score (NPS)



Customer Effort Score (CES)



product

satisfaction

effort

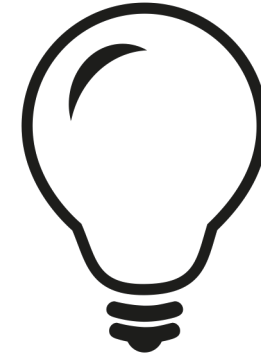


community

satisfaction

effort

promoter



thought leadership

satisfaction

promoter

**Target member
experience**

**How we work together: “I need to understand what you offer me”
Market positioning and membership**

Value

Membership

**How you change for me: “I need to trust you to be professional and responsive”
Relationship and responsiveness**

Incident response

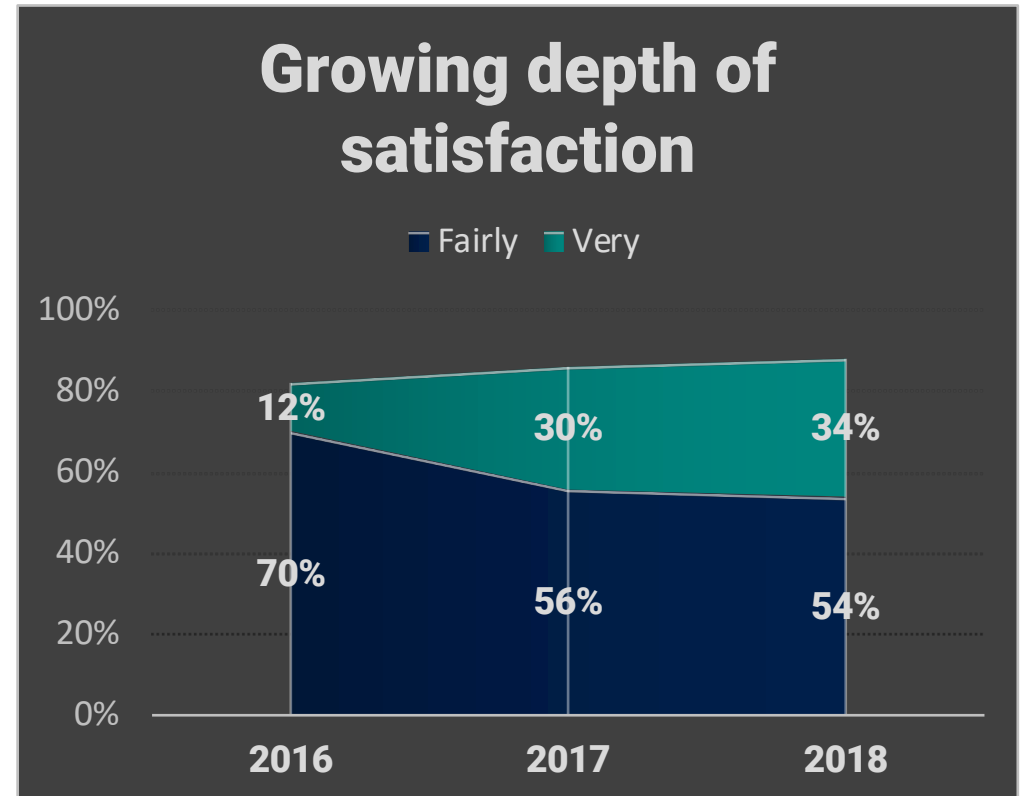
Adapting the offer

**My day to day experience: “I need consistent & timely information to make use of Jisc”
Service and interactions**

Navigating Jisc

Knowledge management

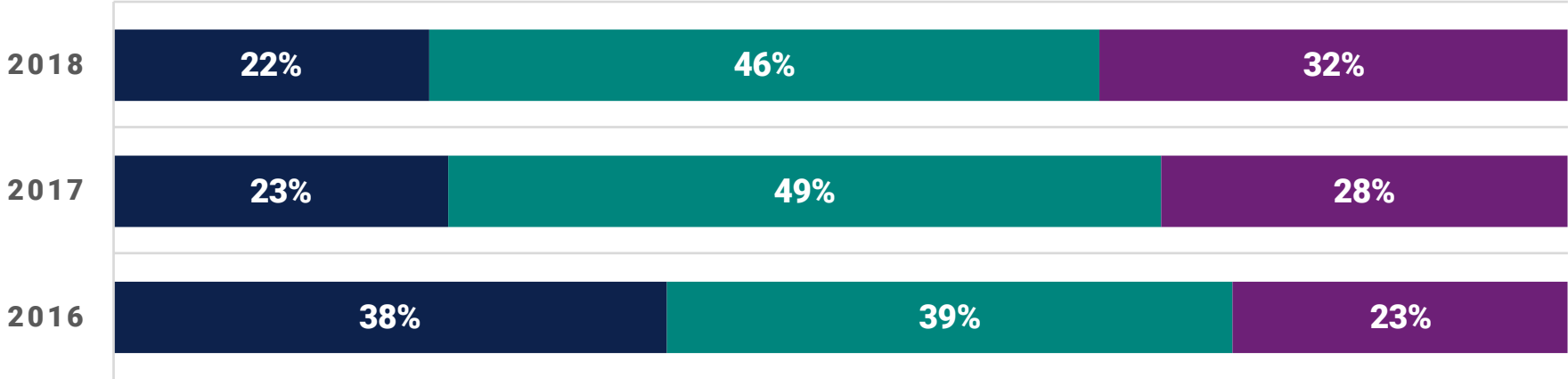
Business KPI	2016	2017	2018
Satisfaction	82%	86%	88%
NPS	-15	+5	+10
Familiarity	76%	88%	89%
Alignment	-	78%	75%



DETRACTORS

PASSIVES

PROMOTERS



2016	
1	Insufficient service knowledge
2	Good service/support
3	Valued core service
4	Services could be improved
5	Sector experience

2017	
1	Good service/support
2=	Valued core service
2=	Sector experience
4	Insufficient service knowledge
5	Services could be improved

2018	
1	Valued core service
2	Good service/support
3	Services could be improved
4	Sector experience
5	Insufficient service knowledge

