



## Fostering a Customer-Centric Mindset

<b>Understand your customers</b>	<ul style="list-style-type: none"><li>• Identify who your customers are – external customers, internal stakeholders, students etc.</li><li>• Learn about their goals, challenges, and what success looks like for them.</li><li>• Stay curious and ask questions to understand their needs better.</li></ul>
<b>Prioritize customer impact</b>	<ul style="list-style-type: none"><li>• Align your work with the needs of the customer and the institution.</li><li>• Consider how your actions affect the end-user, even if you're not in a direct customer-facing role.</li><li>• Continuously ask, "How does this help my customer?"</li></ul>
<b>Communicate effectively</b>	<ul style="list-style-type: none"><li>• Be proactive in keeping customers or colleagues informed about progress and challenges.</li><li>• Actively listen to feedback and clarify expectations.</li><li>• Use clear, professional, and positive language to build trust.</li></ul>
<b>Take ownership &amp; be solution-oriented</b>	<ul style="list-style-type: none"><li>• Own your tasks and commitments - deliver on time and follow through.</li><li>• If an issue arises, take appropriate accountability, focus on finding solutions rather than shifting blame.</li><li>• Be adaptable and willing to do what you can to resolve problems.</li></ul>
<b>Seek feedback and continuous improvement</b>	<ul style="list-style-type: none"><li>• Regularly request feedback from internal and external customers.</li><li>• Analyze past interactions to find ways to improve your service or processes.</li><li>• Stay open to learning - whether through training, or self-reflection.</li></ul>
<b>Collaborate and support others</b>	<ul style="list-style-type: none"><li>• Build strong relationships with colleagues to enhance teamwork and efficiency.</li><li>• Share knowledge and insights that could help others better serve customers.</li><li>• Emphasize that a customer-centric mindset is a collective effort.</li></ul>
<b>Use C.A.R.E Model</b>	<ul style="list-style-type: none"><li>• Clarity: Ask questions to ensure you fully understand the issue.</li><li>• Acknowledge: Empathize and recognize the customer's frustration.</li><li>• Resolve: Provide an actionable solution or next steps.</li><li>• Evaluate: Follow up to ensure the problem is fully resolved and satisfaction is achieved.</li></ul>