

# *It's all about the Customer!*

**Aspiration:** *Be #1 in the eyes of our customers*

**Feedback:** *Linkage to external customer and channel partner satisfaction metrics*



**Institutionalize:**  
*Accelerate transition to customer-centric culture*

**Action Planning:**  
*Prioritization tied directly to customer insight*

**Channel Development:** *Relationship with external customers and channel partner*

**Mission:** *Inspire a customer-focused culture by driving continuous improvement motivated by our customer's experience.*

- Creating customer value is a continuous process
- Attain customer loyalty by driving satisfaction in all customer touch points
- Strive for continuous improvement as measured by the customer
- Make customer centricity a core part of the Ingersoll Rand DNA