

Building Customer-Centric Way of Working: The CSC Approach

NDN2026

Mari Riipinen and Laura Luotola

Speakers

Director Mari Riipinen, PhD

- A research administration and research support professional
- Extensive experience in research management and the advancement of open science.
- Holds a PhD in Geography from the University of Oulu and has dedicated her career to strengthening the conditions for high-quality research.
- Currently working as a director at CSC with the responsibilities on developing customer relations and RDI engagement.

Customer success manager Laura Luotola

- An experienced customer success and customer insight professional specializing in customer understanding, stakeholder engagement, research, and organizational development
- Passionate about turning customer and stakeholder insights into practical actions that improve services, strengthen relationships, and support organizational growth.
- Currently working as a customer success manager, and she is responsible for developing CSC's customer work.

Content of this presentation

- CSC in a nutshell
- CSC's Customer Agenda
- CSC's Customer care model





CSC in a nutshell



CSC - IT Center for Science Ltd - a Special Mission

Operates as a non-profit company that provides digital services and solutions, particularly for the needs of

- Research
- Education
- Culture
- Public administration

CSC is owned by the Finnish government (70%) and higher education institutions (30%), and its mission is to strengthen the competitiveness of the society through digitalization.

The CSC Act (2026) establishes a dedicated legal framework for CSC confirming its role as a jointly owned in-house entity of the Finnish state and higher education institutions while enabling controlled commercial use of its research infrastructure.



Our purpose is to catalyze our customers' success.



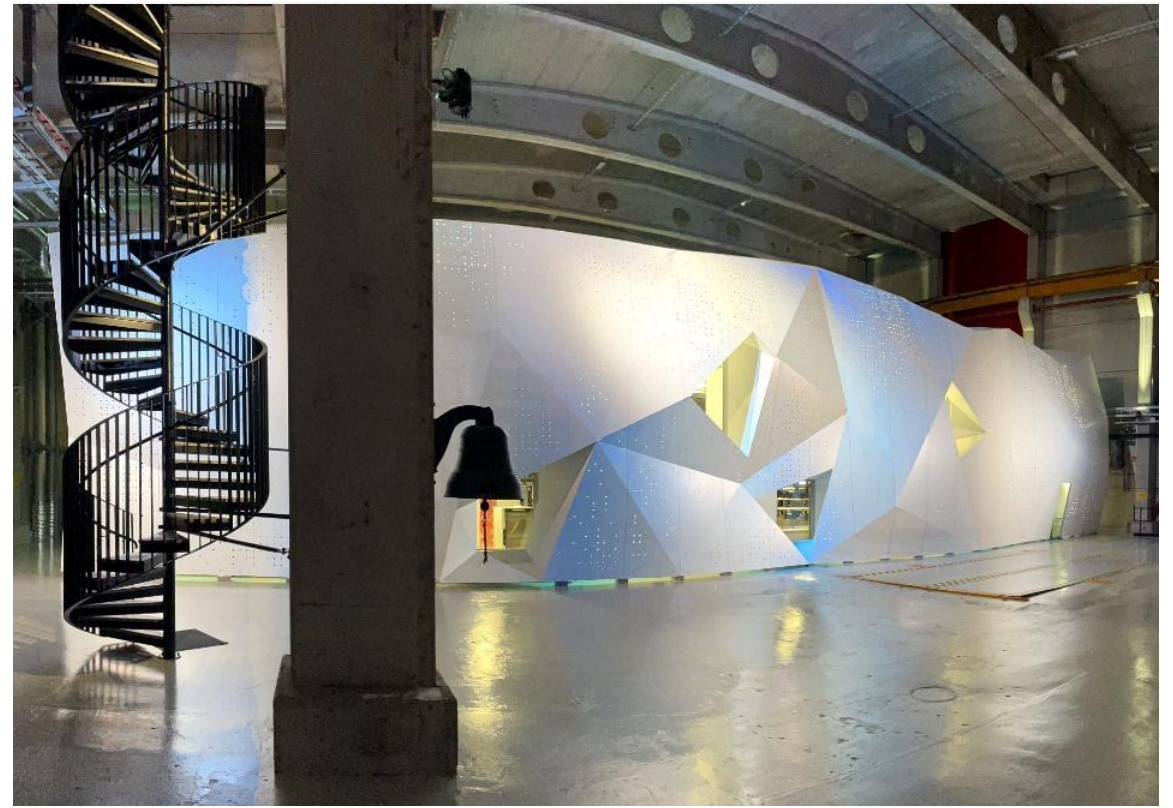
CSC's future – where are we heading?

Our strategic goals

1. We provide the most impact generating **HPC and data ecosystem** in the world
2. We are a pacesetter for responsible adoption of **artificial intelligence**
3. We bridge silos to enhance **customer success**

Our vision

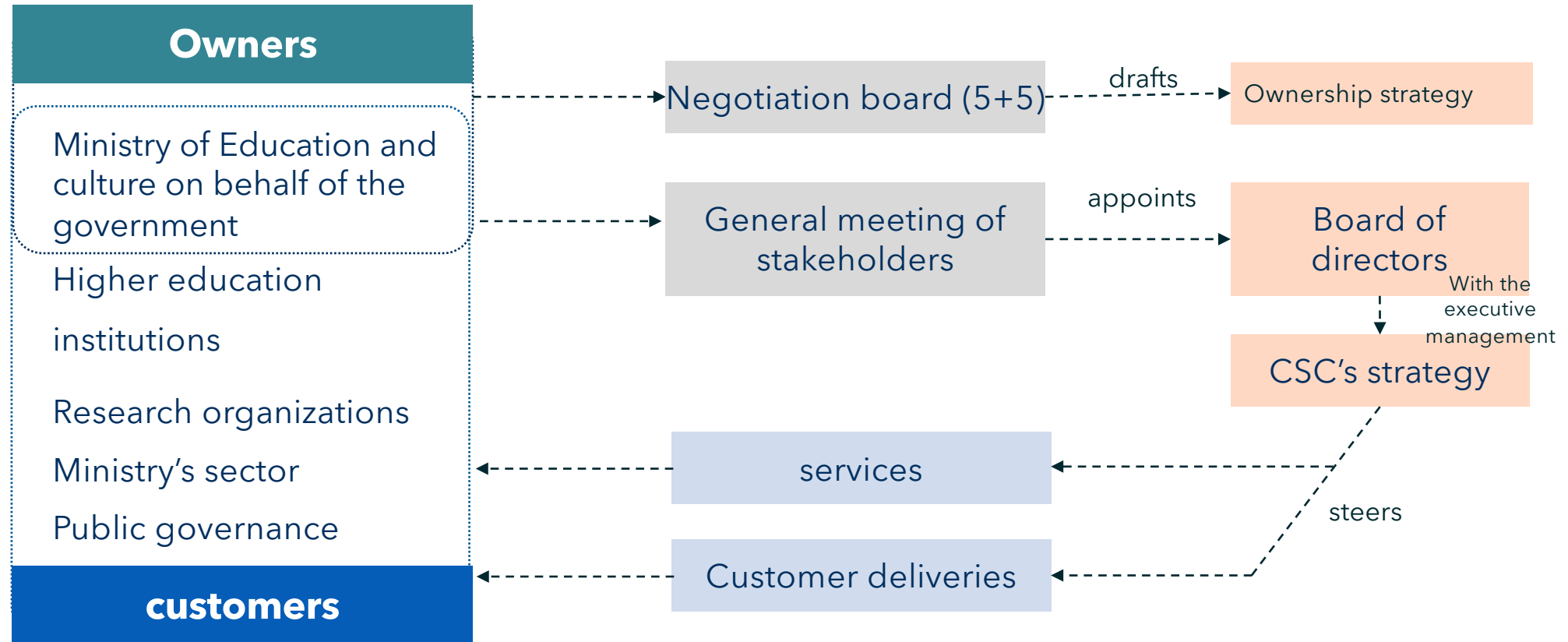
- Our vision for 2030 aims at a better future for all of us, based on digitalization and sustainable development.



Together we build world-class environments for research, learning and innovation



Governance structure



Customer and stakeholder collaboration and partnerships

- The goal of the customer and stakeholder **collaboration** at CSC is to support the special mission and strategy of the organisation while promoting **partnerships** with our customers
- CSC is **owned by the Finnish government and higher education institutions**, promoting collaboration and partnerships with these stakeholders is essential.
 - **Ownership ≠ automatic collaboration:** Ownership gives a structural connection, but active collaboration ensures mutual benefit, alignment, and responsiveness to evolving needs.
 - **Diverse customer and stakeholder needs:** CSC's owners include multiple institutions with different priorities. Partnership helps tailor services and foster innovation across sectors.
 - **Strategic alignment:** By promoting partnerships, CSC ensures its services and development efforts are aligned with the strategic goals of its owners and customers.





CSC's Customer Agenda





Customer Agenda executes CSC's strategy
Customer Agenda is CSC's customer strategy

CHECK LIST:

- chat
- share

Strategy in a nutshell

We extend the frontiers of research, innovation and competence

Security,
preparedness,
resilience

Customer
and service user
centricity

Sustainability
in the core of
our operations

1

We provide the most impact generating HPC and data ecosystem in the world

2

We are a pacesetter for responsible adoption of artificial intelligence

3

We bridge silos to enhance customer success

Vision for Customer Experience

Expertise and technology: Our company's core strengths are technology and expertise.

Proactivity: We create good customer experience proactively and identify future opportunities and new solutions for our customers' benefit.

Partnerships: We build our operations on strong partnerships.

Trust: Trustworthiness means keeping our promises and ensuring security.

*Expertise and technology
at the core –
proactivity, partnership, and
trust
in everyday interactions.*

Measuring customer experience

Strategic

**Collaboration and
brand management**

Tactical

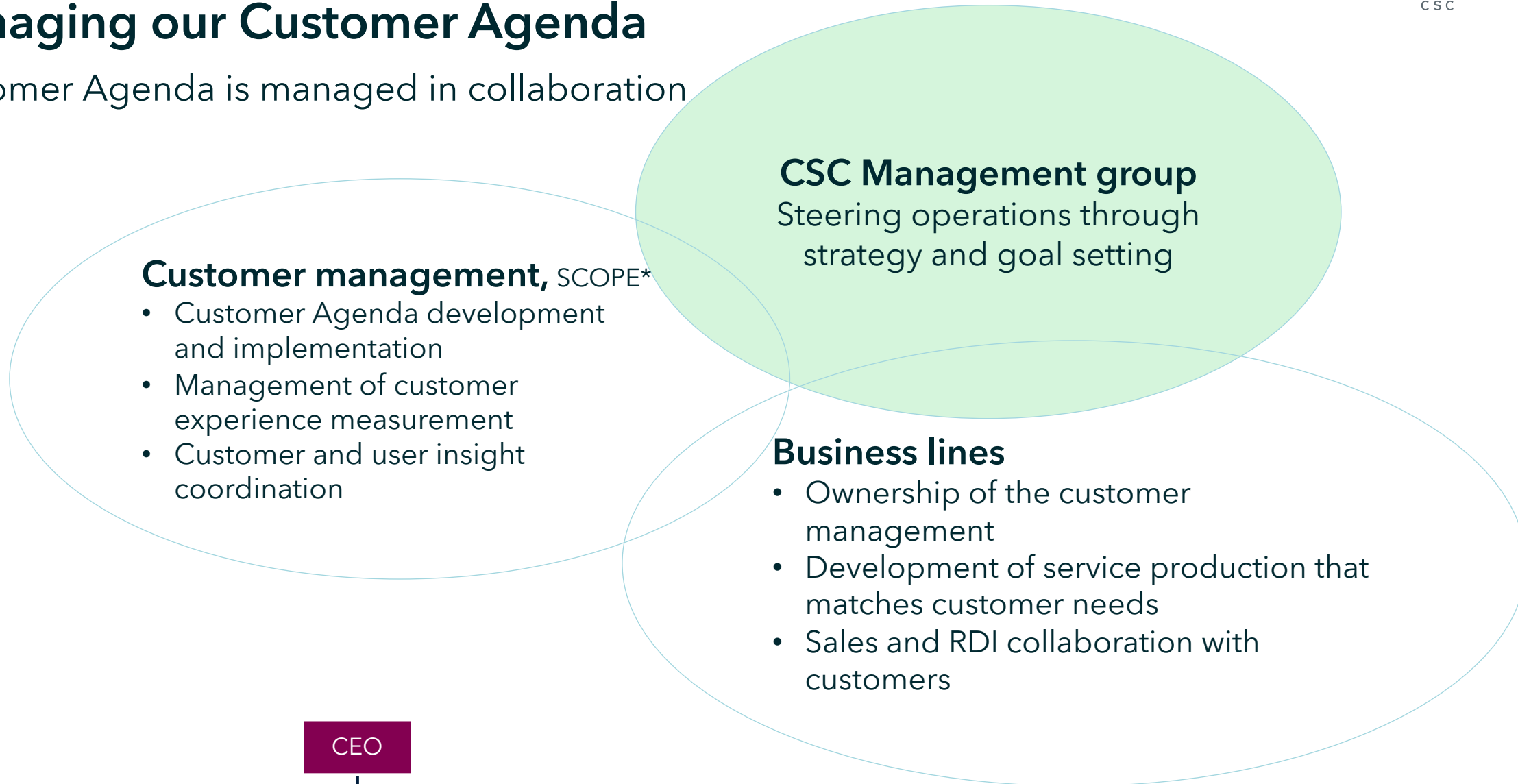
Customer management

Operative

Service use

Managing our Customer Agenda

Customer Agenda is managed in collaboration



* Strategic Collaboration and Partnerships

Customer Agenda roadmap

2026
Implementation of
Customer Agenda in CSC's
daily work

2027 -
Systematic and
knowledge-driven
approach



CSC's Customer Care model



Customer Agenda executes CSC's strategy

Customer Agenda is CSC's customer strategy

Customer Care model implements Customer Agenda

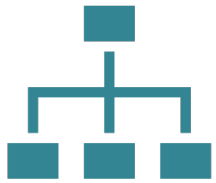
Customer Care model implements our customer experience vision:

*Expertise and technology
at the core –
proactivity, partnership, and trust
in everyday interactions.*

Customer Care model: what, why, how and who

WHAT	WHY	HOW	WHO
- Customer Care model is an operating model for how to work with the customers both operative and strategic way - Based on customer values, expectations, needs - Implements Customer Agenda	- To ensure efficient cooperation with customers and within CSC's different business units - To ensure excellent service and proactivity - To increase customer loyalty, satisfaction and understanding - To allocate resources correctly and efficiently - To realize the customer experience vision as stated in Customer Agenda - To guide strategic customer work development	- Identifying relevant customer groups, levels and clusters - Understanding both CSC's and customers' needs and goals - Defining operating models - Allocating responsibilities and resources - Setting goals, operative and strategic - Defining concrete measures for goals - Gaining customer understanding and insight	- Relevant people to be responsible for customer work - Everyone at CSC

CRM to help coordinate customer work



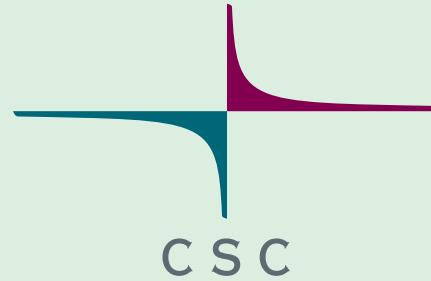
In CSC's strategy, customer-centricity and collaboration across organizational units are key priorities



In the CRM project, we are building a shared, data-driven foundation for customer relationship management at CSC



In the long term, the goal is to make it easier for those responsible for customers and those doing customer work to form an overall view of the customer



Thank you!



Mari Riipinen and Laura Luotola

mari.riipinen@csc.fi

laura.luotola@csc.fi



Follow us

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[csc.fi](#)