

Our Commitment to You

'Our Commitment to You', a University wide initiative designed to enhance the service experience we provide at Aston University.

What is OCTY?

Our Commitment to You is the 'golden thread' that weaves through everything we do here at Aston University and provides a set of professional standards that share what we will do to drive a positive service experience. OCTY aims to enable us to provide a consistent approach and a common language across the university when interacting with others.

OCTY is shared internally and externally so people can see our pledge and know what to expect when they interact with us.



Why is Our Commitment to You (OCTY) important?

We are a beneficiary led university, focused on delivering a valuable experience to all that engage with us.

This is supported by our People Strategy with a key focus area to build skills to enable better ways of delivering a service with a constant focus on improvement, innovation and change to drive better beneficiary experience.

The good news is we generally offer a good experience - the University is doing well in the league tables and student numbers are healthy - however, we can't afford to sit on our laurels. We live in an ever-changing world, competition from other universities is strong, and student and staff feedback support the need for Aston University to have a set of service standards that align with people's service expectations and that provide a consistent approach across the University.



Our Commitment to You focuses on the human element needed to provide a positive service experience and works alongside projects and other ways we can improve service delivery, like policy and process reviews and digital innovation.

What is expected of me?

We all have a responsibility to embrace OCTY and meet its professional standards.



How to get help?

There are various ways Organisational Development can support your learning journey, so you are comfortable and confident to deliver to the expected standards. You can:

- Request a business partner from Organisational Development to join team meetings to help explain the commitment in more detail; or
- Visit Solve and explore the OCTY tab to access helpful resources; or
- Email us at orgdev@aston.ac.uk if you have any questions.



We look forward to helping you embed Our Commitment to You into our culture here at Aston University.

Feedback from people at Aston University

“This is overdue and will only aid us as a department and organisation to provide the best service we can.”

“It helps us reaffirm our commitment to students in a changing age, but also outlines our commitment to each other.”

“Useful concepts and great for reflection – hope it can shift the Organisation’s culture.”

“I feel really positive about the project. It will give us an opportunity to think about how we interact with others and deliver excellent service, and at the same time, gain new skills and knowledge.”

“Use them as a set of values that we embrace as a University. They should be part of our culture, our DNA, part of everyday interactions. I think they already are to some degree.”

“I didn’t appreciate how much we needed OCTY until we actually started to use it! It is an excellent concept as it has provided us with a clearly structured framework that has really helped us to define, prioritise and focus on exactly what we need to achieve and how. We have been able to identify and implement lots of “quick wins” along the way but have also defined more specific longer-term goals and ways we hope to achieve them and that has been hugely beneficial. I particularly like the fact that we are documenting what we have achieved so far, as it has been great to see how far we have come in a relatively short space of time! This has the added benefit of encouraging “buy-in” from the team as they are able to clearly see that what we are doing has made a difference and will hopefully continue to do so.”