

Keeping users at the heart of operations

Introducing the meeting theme

Anna Ghelli

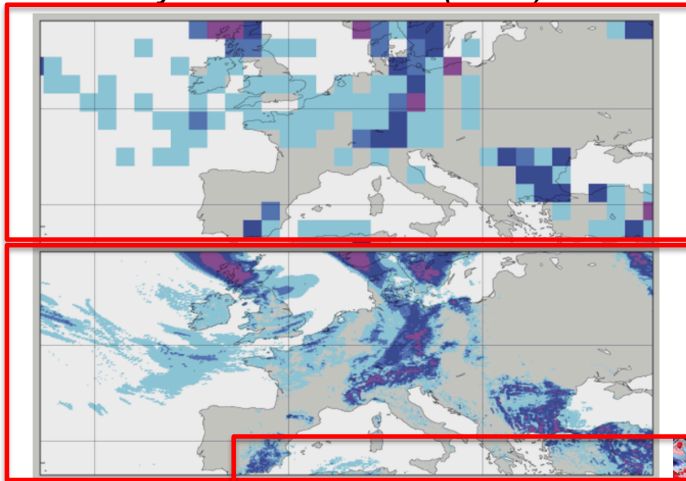
Head User Services

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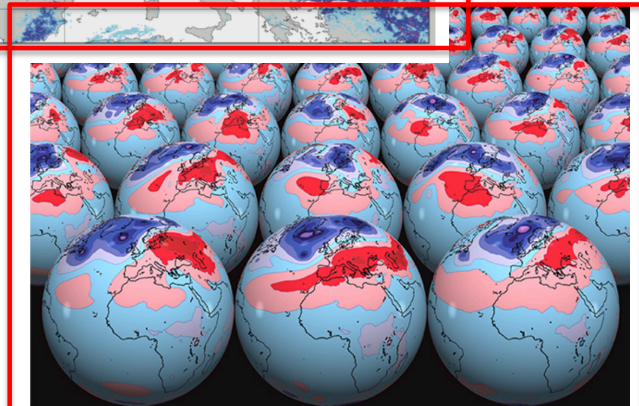
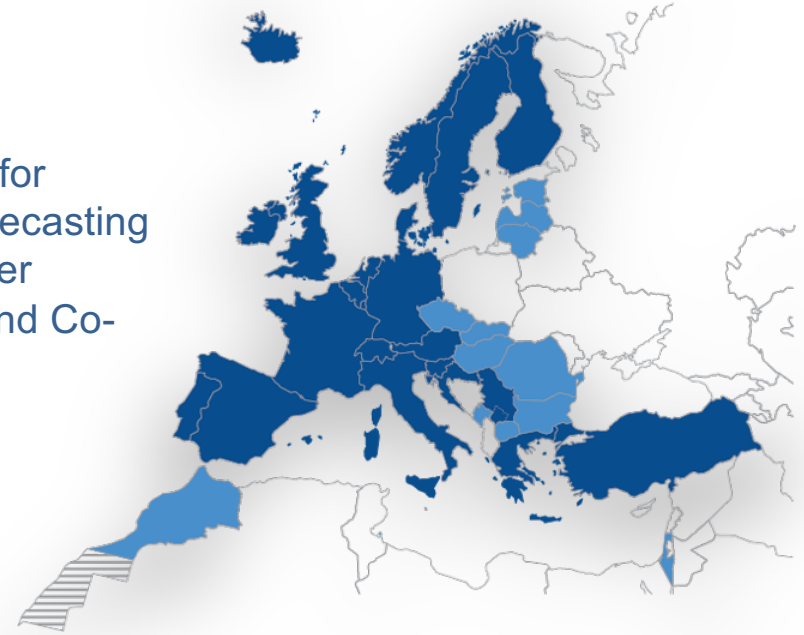


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40 years of ECMWF (2015)



... to develop a capability for medium-range weather forecasting and to provide such weather forecasts to the Member and Co-operating States



25 years of Ensemble forecasting (2017)

..... Ensemble predictions of **high impact weather**

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feedback

feedback

feedback

feedback

surveys

surveys

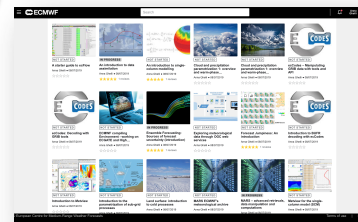
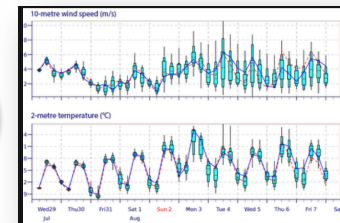
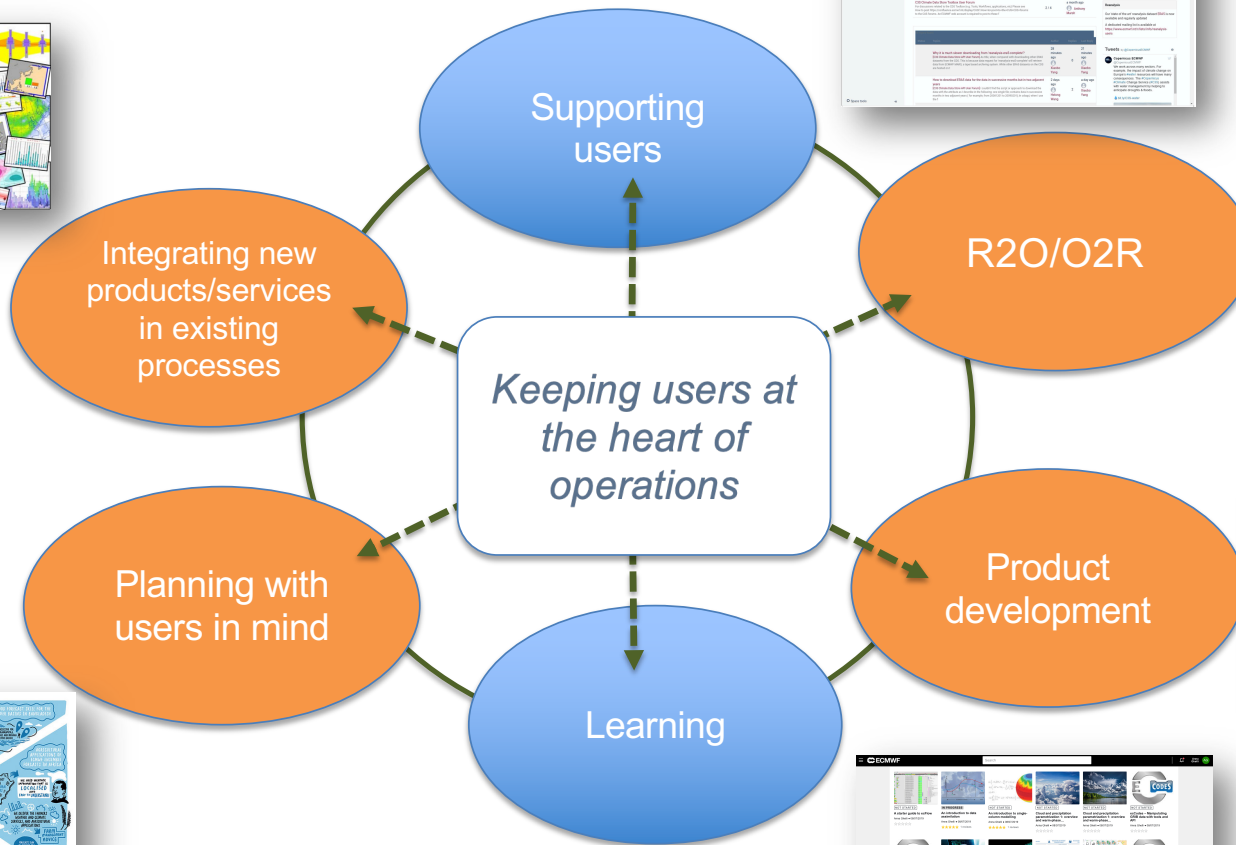
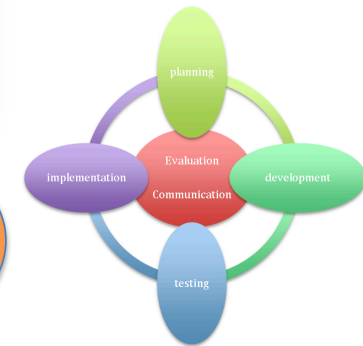
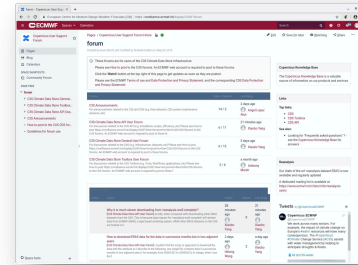
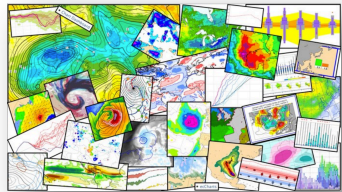
surveys

surveys

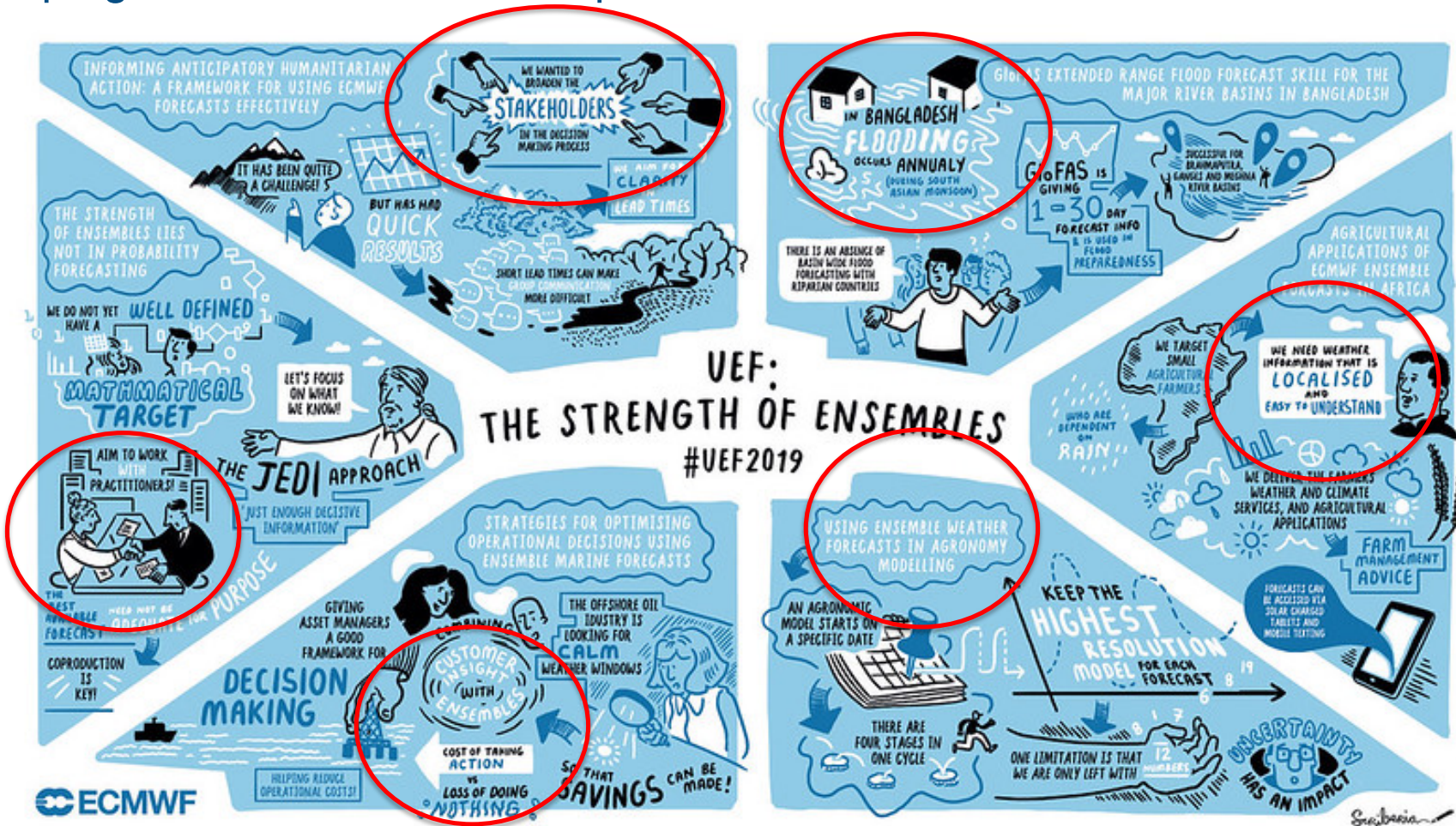
Is it enough for “keeping users at the heart of operations”?

..... collecting feedback without meaningful change as follow-up raises customers' expectations without anything tangible in terms of an improved customer experience

Keeping users at the heart of operations



Keeping users at the heart of operations



Keeping users at the heart of operations



Courtesy of Daniel Amoah

Keeping users at the heart of operation:

we are on the journey



..... Obstacles Decisions Trade offs

The UEF is part of the journey. These days will be very important for us and I hope for all of you as we will learn, listen and start innovating

THANK YOU!