

Our strategy for growth

☆ Spotlight

Getting closer to our customers

A transformative shift in our approach to customer service is beginning to generate tangible positive outcomes for customers, and supporting the positioning of service as a driver of growth.

At Oxford Instruments, our reputation for innovation and pushing scientific boundaries has been our USP for many years. As we grow our business, we are determined to make first-class customer service a key positive differentiator too.

In FY26, we have made significant progress in bringing our service teams closer to customers, delivering support that is faster, more capable and more locally responsive. In China, for example, we have invested in growing our capabilities, upskilling colleagues to support a wider range of systems, and implementing service support through WeChat to engage with customers in real time. We have strengthened technical support, improved availability of parts, and introduced local repair centres, reducing repair times in some instances from as long as two months to just 10 days. In the US, too, we have adopted new systems to track service targets and target improvements.

Customers are feeling the positive impact, particularly in commercial settings where product uptime and rapid issue resolution are critically important to maintaining high production volumes. Our capabilities now extend to a 'white glove' platinum service, providing on-site support 24/7 to key production customers with large, complex installations.

Globally, tailored packages now allow customers to choose the elements of service which add most value for them, ranging from preventative maintenance to rapid response on-site repairs.

This targeted focus on customer service has supported an 8% uplift in service orders at constant currency. And there is scope to grow more in FY27, with standardised reporting highlighting opportunities for improvement across regions, and improved mapping of our installed base supporting increased opportunities for service contracts, upgrades and new system sales. A further project is under way to extend local repairs, reducing the need to return products to manufacturing sites.

Link to strategy:



Improvement in average NPS for service and install year on year

+8 points

Global service order growth

+8%

