

## Measuring Engagement Equation in Educational Institutes

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**Abstract :** There is plenty of research, both in academic and consultancy circles, about the importance and benefits of employee engagement and customer engagement and how it gives organization an opportunity to reduce variability and improve performance. Customer engagement is directly related to the engagement level of the organization's employees. It is therefore important to measure both. This research drawing from the work of Human Sigma by Fleming and Asplund, attempts to assess engagement level of customer and employees - the human systems of business - in an educational setup. Student is important to an educational institute and is a customer to be served efficiently and effectively. Considering student as customer and faculty as employees serving them, in-depth interviews were conducted to analyze the relationship between faculty and student engagement in two leading colleges in Oman, one from private sector and another from public sector. The study relied mainly on secondary data sources to understand the concept of engagement. However, the search of secondary sources was extensive to compensate the limited primary data. The results indicate that high faculty engagement is likely to lead to high student engagement. Engaged students were excited about learning, loved the feeling of they being cared as a person by their faculty and advocated the organization to other. The interaction truly represents an opportunity to build emotional connection to the organization. This study could be of interest to organizations interest in building and maintaining engagement with employees and customers.

**Keywords :** customer engagement, consumer psychology, strategy, educational institutes

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