Customer Centricity: How to Access

Customer Centricity is a simulation used in MKTG classes. See below for how to access the Customer Centricity simulation.

> **Before You Start**
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> You will need the following:
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> - Email containing your Customer Centricity login credentials (search your inbox for **Customer Centricity** as it may have gone to Junk/SPAM/Clutter folders)
> - Log in to the Canvas course using Customer Centricity
> - Chrome browser. Other browsers, including Internet Explorer, are NOT supported.

Step-by-step guide

1. Launch Chrome.
2. Go to the URL included in your login email.
3. Use the login credentials that were included in your login email.
4. Check your Canvas course for any additional information you may need on Customer Centricity, including a FAQ page.

Questions?

Contact the Learning Lab at learninglab@wharton.upenn.edu with your class, section, and question.

More information on the Customer Centricity simulation is on our Learning Lab website.