

A Focus on Your Internal Customers

Your people understand the critical part they play, who they benefit & to what end.

How to Use this Toolkit:

Introduction to Internal Customers – 1.5 to 2hrs.

Introduces the concept of internal customers. Could be used as a module in a larger workshop or as a standalone session for team members.

Internal Customer Mapping – 3.5hrs.

First introduces the concept of internal customers using material from the intro session, then works the group through a customer mapping exercise. Best suited for teams or departments. This workshop leaves teams equipped with the tools and actions required post-workshop to achieve excellence in internal customer service.

This Toolkit Contains:

Introduction to Internal Customers Session

- Introduction to Internal Customers (PowerPoint presentation with facilitator notes)
- Introduction to Internal Customers workbook

Internal Customer Mapping Session

- Internal Customer Mapping (PowerPoint presentation with facilitator notes)
- Internal Customer Mapping workbook

Tools

- Internal Customer Requirements Conversation Guide

Supplementary Readings/Materials

- BLOG 3 Reasons to Resurrect the Internal Customer