

A focus on your Internal Customers

Workbook

This workbook belongs to

The Good and Bad of Customer Service



Net Promoter Scores



Customer Focus – or not...



Internal Customer Service

Definition

Anyone within an organisation who at any time is dependent on anyone else within the organisation.

Customer service has to be a total company effort. It just can't be the front line who deals with the outside customers (or patients, or students, or audiences) - the ones that use our products and services. The front line needs the support of everyone within the organisation. This is the root of internal service. It is the understanding that everybody supports everybody else in the organisation.

Rather than thinking about *what I need*, the concept of Internal Customer requires that people think about *what others need of me*.

How Do You Rate?

Would your Internal Customers be:

Promoters

Passives

Detractors



Take Action!

1-3 actions you can take in order to lift your net promotor score.
Be as specific, time bound and measurable as possible.

Beware of the False Customer



Excellence in Internal Customer Service

