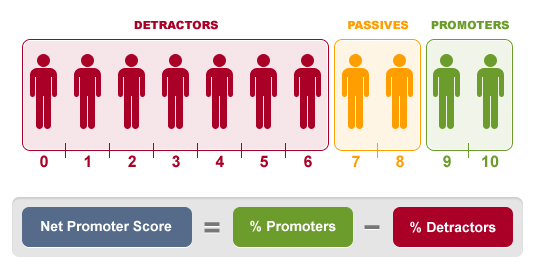


A focus on your Internal Customers

**Workbook**

This workbook belongs to

 **The Good and Bad of   
 Customer Service**

**Net Promotor 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:**

**Promotors**

**Passives**

**Detractors**

**Take Action!**

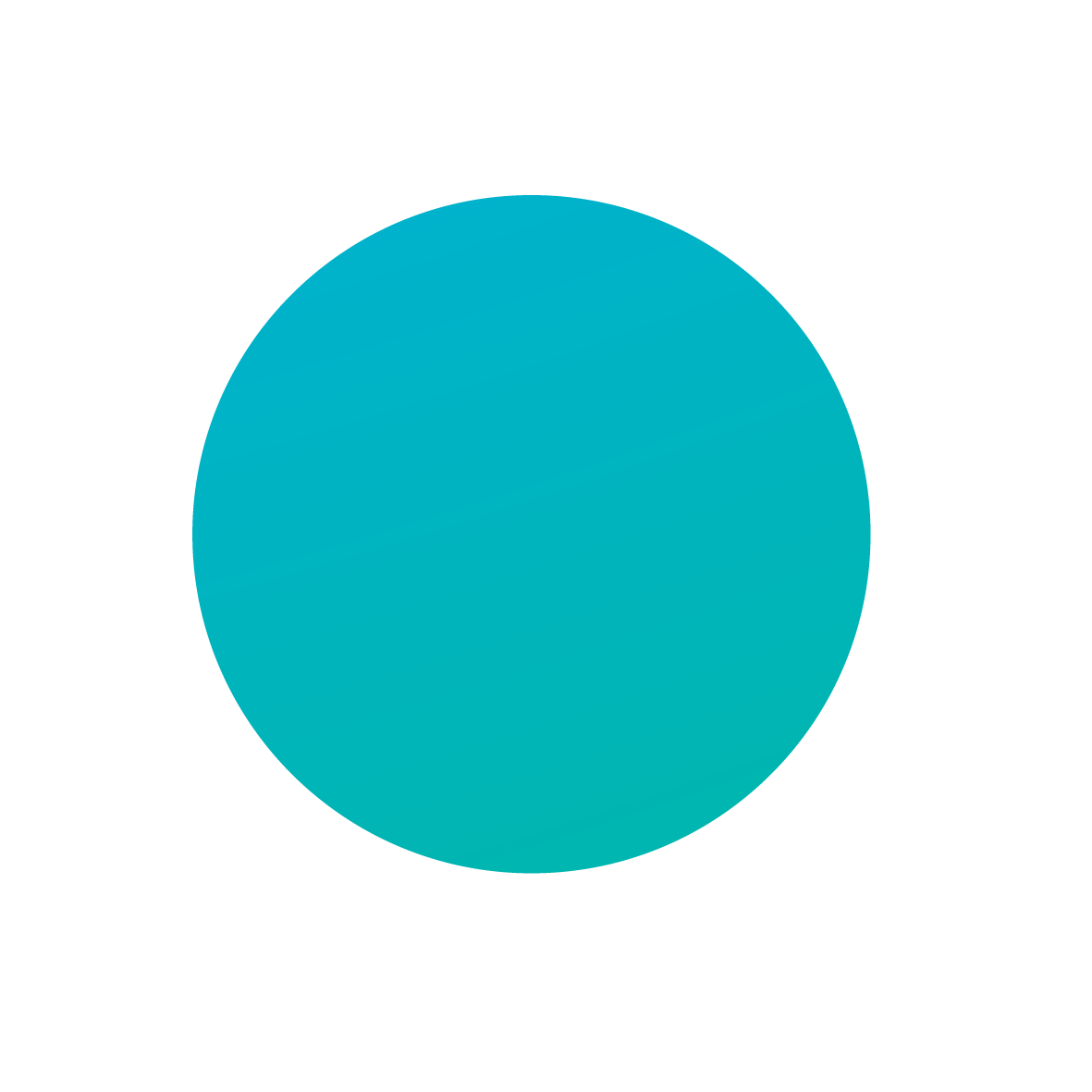
1-3 actions you can take in order to lift your net promotor score.

Be as specific, time bound and measurable as possible.

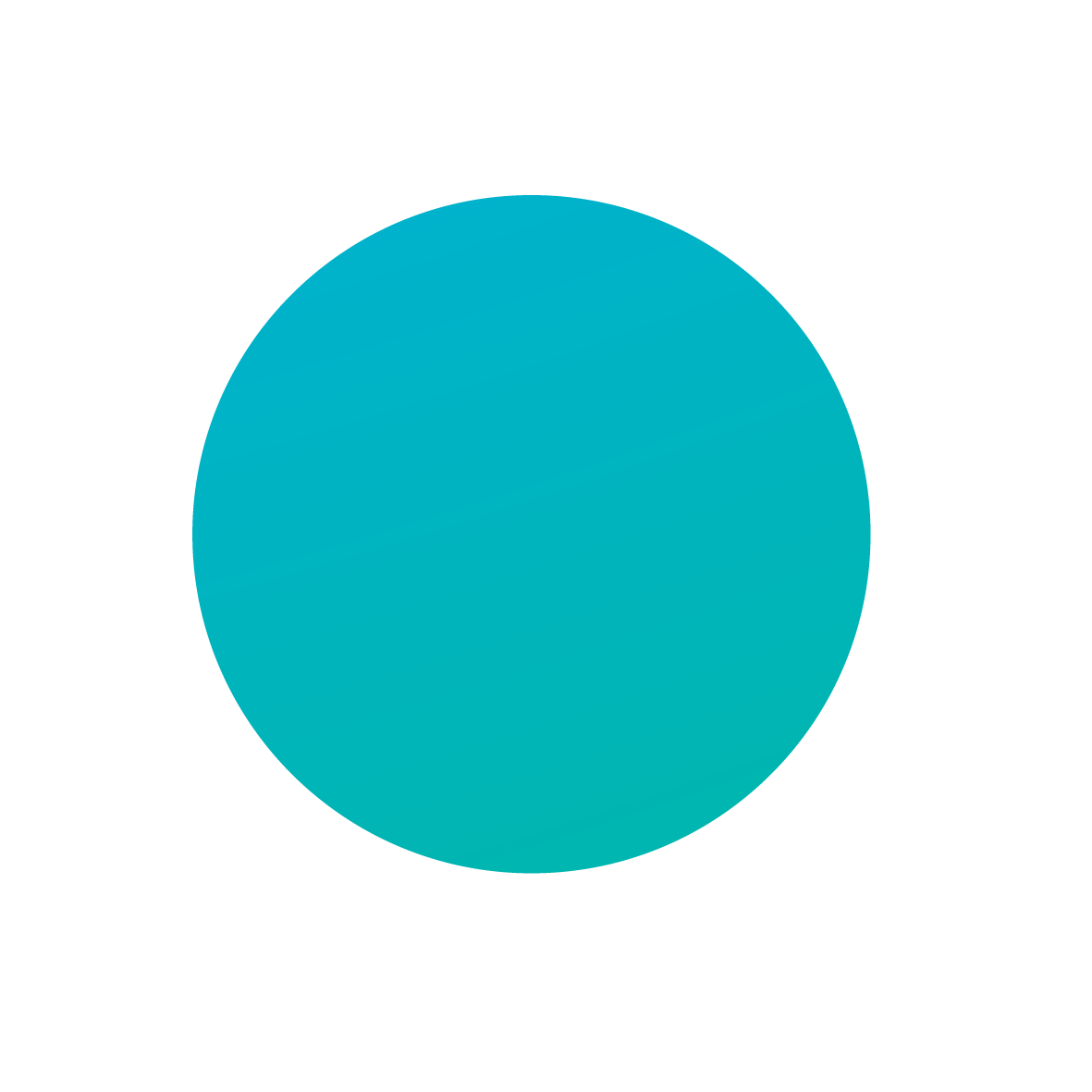
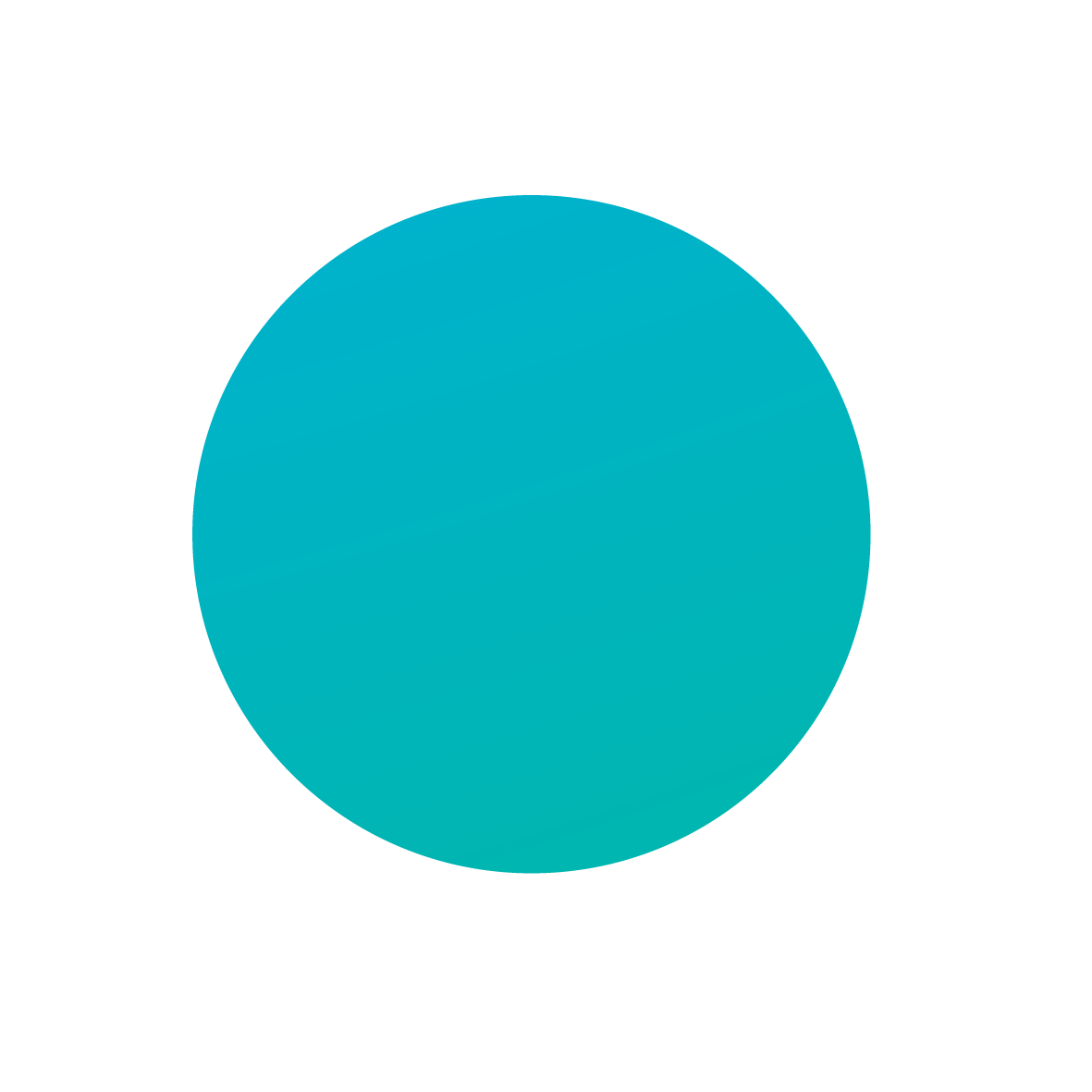
**Beware of the False Customer**

**Excellence in Internal Customer Service**

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**WHO ARE MY CUSTOMERS?**



**WHAT DO THEY NEED FROM ME?**

**HOW DO I MEASURE UP?**

**REGULAR REVIEW**