

# Internal Customer Mapping

Workbook

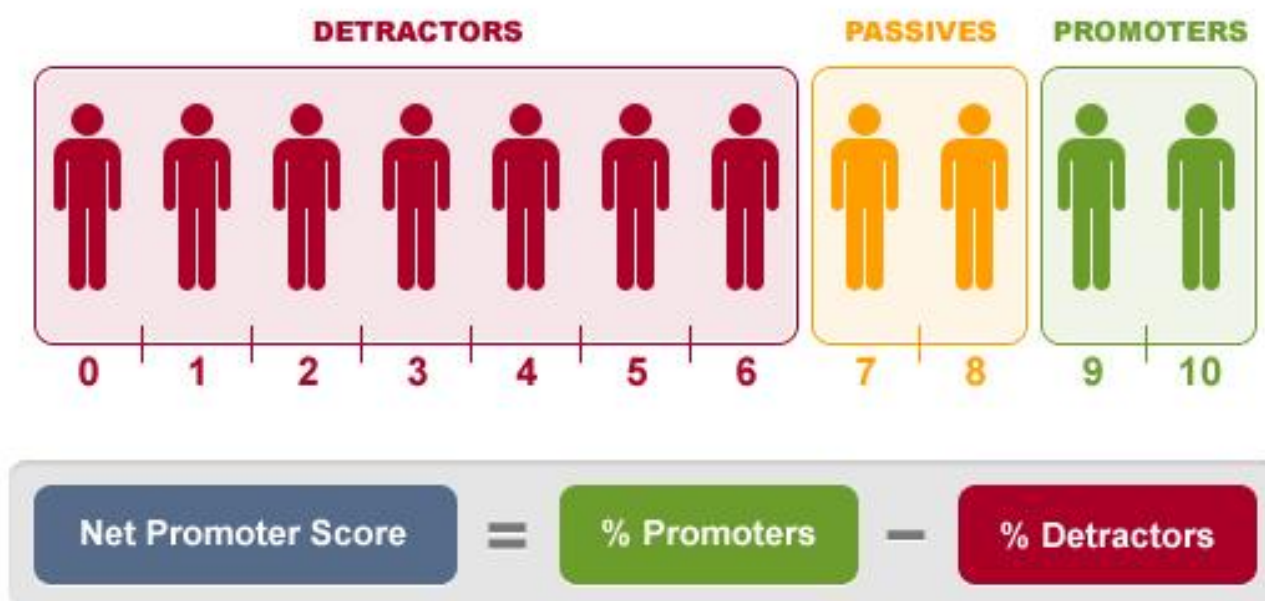
This workbook belongs to



## 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*.



## Excellence in Internal Customer Service



## Customer Mapping

This process not only identifies your direct customers, but also their customers, and also who supplies to you. This is important because it allows you to see and understand the whole flow of requirements from beginning to end.



**WHO ARE MY CUSTOMERS?**



# Customer Mapping

## Step One - US:

In the US part of the map, enter the names of each section or function of your business unit or operation, drawing boxes around them as you go.

## Step Two - IMMEDIATE:

Identify and note in the part of the map labelled 'immediate' the types of persons or departments (that is, departments within your company but outside your unit) who directly initiate your unit's actions. These are your Internal Customers.

## Step Three - ULTIMATE

Identify and note in the 'ultimate' part of the map, the names of the types of persons or types of companies who initiate action by your immediate customers.

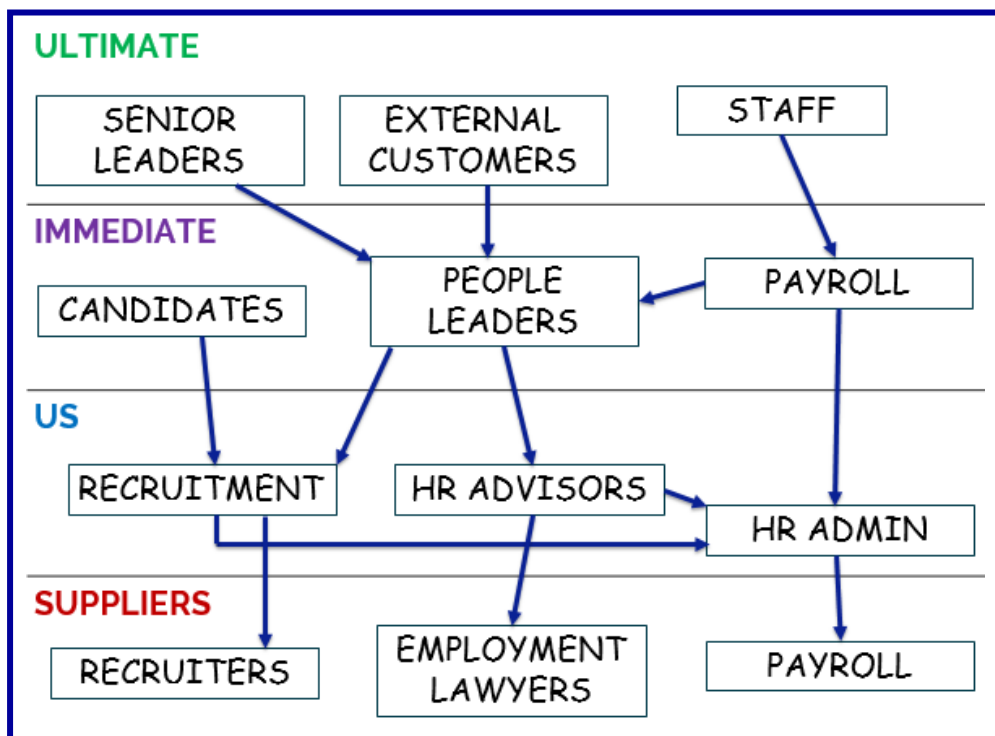
## Step Four – CONNECTIONS

Connect all the boxes drawn on the map with lines and arrowheads to indicate the direction in which information about customer needs flows.

## Step Five – SUPPLIERS

Complete the 'suppliers' part of the map as the final stage of the process.

Suppliers are the persons, companies, or other departments on whom your business unit places its demands.





## How Do You Rate?

Would your Internal Customers be:

Promoters

Passives

Detractors



## Customer Requirements



WHAT DO  
THEY NEED  
FROM ME?



# Customer Requirements

What method will I/we use to gather feedback from our Internal Customers?

HOW DO I  
MEASURE UP?



**FACT: Customer needs change over time**

**FACT: Who your customers are will change over time**

**FACT: What you do, and are capable of, will change over time**



**REGULAR REVIEW**

## Actions from Here:

- Continue to work on your customer map over the next week
- Set up meetings with key Internal Customers
- Determine any changes and feed this back to your customers
- Put changes in place
- Decide on a mechanism to receive feedback from your customers
- Diary your next annual review



# Internal Customer Requirements

## Conversation Guide

Explain to your internal customer that the purpose of this session is so that you can better understand what they need from you and what requirements they have to meet so that you can make sure you're providing them with the best possible service.

Internal Customer:

Date:

What are the most important things you rely on from me/my team?


For each of the above, can you please explain what you need to do with this information/product/service, by when and for whom?

What?	By When?	For Whom?



Thinking about what you receive from me/my team at the moment, how does that match up with what you need?

What do I/we need to do differently in order to help you meet your requirements?

If I/my team were providing absolutely exceptional service to you, that really made a significant difference to what you do, what would that look like?

Thanks for your time and feedback. I'd really like to take that information away and discuss with the team, to talk about what that means for the service I/we provide for you.

I'd like to briefly catch up with you again on \_\_\_\_\_ to let you know what changes (if any) I/we plan to make as a result of this discussion.

Planned Changes:


Next Review Date: