

MILESTONE

*Providing Stepping Stones
Along the Path to Success*



A WOMAN-OWNED
SMALL BUSINESS

IMPROVING INTERNAL
CUSTOMER SERVICE

According to Anne Swartzlander, author of [Serving Internal and External Customers](#), “Customer service is the behaviors and attitudes of a company and its personnel toward customers during all interactions and communication with them.” Exceptional customer service is consistently meeting and exceeding customers’ needs and expectations. It’s a philosophy, not a job or a department.

It’s easy to think about who our external customers are: consumers, retailers, manufacturers, hospitals, the government. Often our focus is on how to make relationships with these customers better. However, there is another group of people who we need to consider. Those are our internal customers.

Internal customers are every employee within your organization. This includes the frontline workers, department/support employees, and management. Ms. Swartzlander goes on to say that “Exceptional customer service cannot be delivered to external customers unless all employees provide support to each other.”

In order to provide exceptional customer service and to create and maintain loyal relationships with customers, a customer-first philosophy must exist among all people in an organization. The organization must realize that every employee ultimately serves customers. In the book [Service America](#), Karl Albrecht explains that “If you are not serving the customer, you’d better be serving someone who is.”

One way to make sure external customers are well taken care of is to provide exceptional service to customers within the company, the internal customers. What are some things that can be done to improve internal customer service?
Begin discussing the concerns with internal customers

If you take time to talk to (and listen!) to your internal customers, you will find they have great ideas on what areas need improved upon and probably have some suggestions on how to accomplish it.

Take a survey of what the internal customer thinks is important

Once you have a list of areas that internal customers feel need improving, send out a survey to prioritize it.

Examine where the gaps are and what can be done to bridge those gaps

After prioritizing the issues, start at the top. Look at the number one concern and see what can be done about it.

Collect data that will assist you in driving customer service to a higher level

As you’ve been talking to your internal customers, it’s possible that several suggestions have already been given on ways to fix the concern. Collect more information to determine which ideas are viable options.

Analyze the data for gaps and discuss ways for meeting unmet needs of the customer

When analyzing these options, one may jump out as the first to implement. Before execution, discuss the plan with internal customers to ensure that their needs will be met.

Remember, happy employees result in happy customers!

Join Dr. Mathis on Monday, October 4 for our free *Distressed Projects* webinar. If you cannot attend, a replay link will be sent out after the webinar. To register, go to **www.themathisgroup.com/webinars**.

UPCOMING
FREE WEBINAR

DISTRESSED
PROJECTS

MONDAY,
OCTOBER 4

10:00 - 11:00 AM CST

1 PDU

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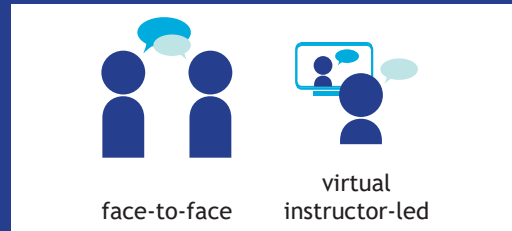


SATISFIED CLIENT
OF THIS COURSE

FAA

SERVING INTERNAL CUSTOMERS THROUGH OUTSTANDING CUSTOMER SERVICE - 1 DAY

How to Deliver and Exceed Internal Customer Service Expectations



Course Description: This one-day course will examine the internal customer service process. Each participant will be taught ways to impact the internal customer with higher quality service. This course will focus on why one should deliver outstanding internal customer service and how it makes the organization run more effectively. Participants will learn how to determine who is in their customer service chain, and how to handle abusive techniques from others who are angry and intimidating.

Course Objectives:

Objective 1: Define customer service

- Compare internal and external customer service
- Discuss exceptional internal customer service
- Discuss the internal organizational culture
- Compare good and bad attitudes which impact internal customer service
- Discuss the internal customer service chain
- Create an internal customer service process/interaction chain
- Assess how to understand and manage customer expectations
- Discuss how stereotyping hurts internal customers service
- Analyze measuring techniques for determining where internal customer service is now
- Discuss how internal customer service influences employee communication

Objective 2: Identify defusing techniques for angry internal customers

- Discuss why people use abusive and hostile actions
- Create benefits of counter attacking when attacked
- Create benefits of not counter attacking when attacked
- Examine self-control techniques
- Create limits for abusive behavior
- Discuss unacceptable behavior
- Create and enforce limits from abusive behavior

Objective 3: Develop an internal customer service baseline

- Create service standards
- Compare actual performance versus the standard
- Discuss barriers which prevent internal workers from providing fantastic customer service
- Formulate checkpoints to verify integration of customer service



A WOMAN-OWNED SMALL BUSINESS (WOSB)



Providing quality, customized training and consulting services that inspire, educate, and equip organizations to be better tomorrow than they are today.

DR. KEITH MATHIS, PMP, PMI-ACP, CSM
WANDA MATHIS, M.ED. PMI-ACP

PROJECT MANAGEMENT TRAINING

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PRESENTATIONS THE EDUCATE, MOTIVATE, AND INSPIRE

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The Mathis Group provides training and consulting that will impact the organization and individual while maintaining an outstanding reputation for success and integrity.

VALUES STATEMENT

Every person has worth and should be treated with respect.

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