

The Messenger

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A WOMAN-OWNED
SMALL BUSINESS

A Letter from Keith

When you think of customers, the first thing that usually comes to mind is the person buying your product or service. These people are called external customers. Have you ever considered internal customers? Every organization has internal customers - your employees.

Internal customers include every employee within the company, from management to frontline staff (those who directly interact with customers and provide services, information, and problem-solving) to department/support employees (those who assist the efforts of frontline staff).

According to Anne Swartzlander, author of *Serving Internal and External Customers*, "Exceptional customer service cannot be delivered to external customers unless all employees provide support to each other." In other words, good customer service begins with your employees!

Exceptional Internal Customer Service

To deliver exceptional customer service and foster loyal customer relationships, everyone in an organization must adopt a customer-first philosophy. All employees ultimately serve your external customers. Happy employees lead to happy customers.

Several factors contribute to employee happiness. Ways an organization can make its employees feel appreciated include respect, honesty, responsive communication, fair and attractive compensation, a supportive work environment, participatory decision-making, and opportunities for advancement.

The relationship between internal and external customers creates the customer chain. Just like any chain, the stronger each link is, the stronger the whole chain will be. To build an effective chain, departments should not be isolated from each other. Employees need to understand what everyone does and how it contributes to satisfying the customer.

Creating a positive work environment isn't just the manager's responsibility. Every employee must do their part to ensure exceptional internal customer service. Everyone needs to make a conscious effort to make the company an enjoyable place to work. Small actions like dropping trash, not saying "please" and "thank you," neglecting to make more coffee

Exceptional Internal Customer Service

when the pot is nearly empty, or walking away from the copier when it's out of paper are all signs of workplace incivility. Interpersonal incivility also threatens internal customer service. Making sarcastic or condescending comments, talking behind a co-worker's back, abusing one's power, or showing an inconsiderate attitude can harm the entire workplace.

So, what can be done to improve internal customer service?

Discuss concerns with internal customers

Ask your employees what needs to be changed. They are the ones most affected by incivility or problem areas. Let them tell you which areas need improvement. Not only listen to them, but also use their suggestions to improve your company.

Take a survey of what the internal customer thinks is important

A survey is an excellent way to discover your employees' perspectives without them feeling uncomfortable. Some employees are hesitant to be honest when asked for suggestions; however, a survey can give them the freedom to do so anonymously.

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

Once you find out what needs to be changed, change them. Do not drag your feet in making appropriate adjustments to your organization. The sooner you can make your internal customers happy, the sooner you will be able to keep your external customers happy.

Once you have determined how to improve internal customer service, you should see an improvement in employee morale. By focusing on internal customer service, external customer service will improve as well. Once all customers are properly served, you will see greater organizational success.

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2026 Boot Camp Dates

August 10-13, 2026	Live, Virtual PMP®
October 5-8, 2026	Live, Virtual PMP®
December 7-10, 2026	Live, Virtual PMP®

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PMP® EXAM PREP CLASSES

***You pass or we pay
for the 2nd and 3rd test***

Truth

Proverbs 15:18

A hot-tempered man stirs up strife,
but he who is slow to anger quiets
contention.

Proverbs 21:30

No wisdom, no understanding, no
counsel can avail against the Lord.

There is a very thin line between
successful people and unsuccessful
ones; crossing over to the successful
side requires only a subtle evolution in
mindset. - Gary Gabel

We want to recognize students who have successfully passed the PMP® Exam.

What is your favorite food?

Pizza

What is your favorite movie?

Pride & Prejudice

What are your favorite hobbies?

Horseback riding, reading

How do you think the PMP® Certification will help your career?

Even before the certification I did a lot of work for continuous improvement, so I am excited to have more knowledge about different concepts I can apply to help the state improve and provide better services to Missouri citizens.

What was the most challenging thing about the Boot Camp?

At times it felt a bit like getting information via firehose - there were so many concepts and so many nuances.

What was the best thing about the PMP® Exam Prep Boot Camp?

The camaraderie and group learning, assisted by Keith's expertise! After the boot camp was over, the three other employees from my employer who were in it formed a study group and helped each other before the test, and after we all passed, we set up a celebratory lunch!

Please write a recommendation about our class.

I have not stopped recommending this class to everyone who has asked about my certification - I had so much confidence after the boot camp, especially when it was backed by the Mathis guarantee! I also appreciated that the help didn't stop when boot camp ended - Keith gave me helpful feedback on my PMP application, and then when I experienced a technical glitch accessing my materials shortly before my test, Kim was able to sort things out quickly. The customer service was top notch!

Fun - Thoughts on Customer Service

There is only one boss. The customer. And he can fire everyone in the company from chairman down, simply by spending his money somewhere else. ~ Sam Walton

Courteous treatment will make a customer a walking advertisement. ~ J.C. Penney

Here's a powerful yet simple rule. Always give people more than they expect to get. ~ Nelson Boswell



A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so. ~ Mahatma Gandhi

Customer service shouldn't be just a department, it should be the entire company. ~ Tony Hsieh

Your most unhappy customers are your greatest source of learning. ~ Bill Gates

It takes months to find a customer and seconds to lose one. ~ Vince Lombardi

People will forget what you said, people will forget what you did, but people will never forget how you made them feel. ~ Maya Angelou



PMP® EXAM PREP BOOT CAMP

AUGUST 10-13
OCTOBER 5-8
DECEMBER 7-10

Don't fear the PMP® exam certification test any longer! This fast-paced boot camp prepares each participant with all the core competencies to pass the PMP® exam the first time while providing you with 35 contact hours. Using PMI's study material aids students by providing the exact content that will be on the exam.

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Thriving in Times of Disruption

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Protecting Your Data, Teams, and Reputation

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Register for our 2026 webinars today at www.themathisgroup.com/webinars