



**Achieving Internal Customer
Service Excellence
1 Day Training Course**

Maximising external customer
satisfaction through internal
customer service

“Our department doesn’t have customers...”

What are the effects of poor internal customer service on an organisation?

Effective organisations consist of individuals and groups, each with their own particular skills, knowledge and experience, who work together to meet the needs of their customers—those outside the organisation who use and often pay for their products and services.

Unfortunately failing to recognise, understand and meet the needs of our internal customers – those in other teams or departments with whom we must co-operate if the organisation is to function properly – often results in failure to meet our external customers’ needs.

Organisations can all too often turn into warring silos. Marketing doesn’t talk to sales. Design and production blame one another for mistakes. IT doesn’t talk to anyone and no-one talks to accounts.

This isn’t just a problem in business organisations. The names of the functions will be different in education, in healthcare, in local and central government. But the issue is the same. **Poor internal customer service leads to dissatisfied external customers.**

Not only that, it also has a detrimental effect on responsiveness, quality, communication, teamwork and morale.

“Before this workshop, I thought internal problems were only bad for morale. Now I know they’re bad for the bottom line.”
D. Hassan, Youth Justice Board

Turning Customer Service Inside Out!

Great customer service isn't just about serving the people outside your company

Why does poor internal customer service happen? Sometimes it is caused by a simple lack of courtesy and respect for one another's problems and contribution. But being nicer to one another, though it is very important and a good start, won't solve this.

Improving internal customer service is much more about understanding - and acting on - what different departments expect and need from one another.

It's about making sure that everyone has the necessary information, in the right form and delivered in the right way, to do their jobs effectively. And it's about identifying genuine conflicts of interest and creating methods for resolving them.

That is what this training course is all about.

Business benefits

Organisations with high levels of internal customer service:-

- achieve greater external customer satisfaction
- have employees that work together more productively to meet organisational goals
- reduce expensive miscommunications
- experience reduced friction between departments
- have motivated and engaged employees

This training course will help instil best practices of internal cooperation, and interdepartmental support.



Course Aim

To enable individuals to provide excellent internal customer service to colleagues and other departments

About the course

Providing exceptional customer service lies at the heart of many organisations. Its value is undisputed in business circles. What many companies fail to focus on, however, is the primary path to exceptional customer service: - internal customer service.

Internal customer service is the service we provide fellow employees and other departments within our own organisations, as well as our suppliers and anyone else with whom we work to get our jobs done.

It is what we do when a colleague asks for the information they need to complete their main task for the day; it is what we say when someone from marketing asks for the addresses of good contacts; it is how we greet the director of sales when they walk into our office with an "I need something from you" expression on their face.

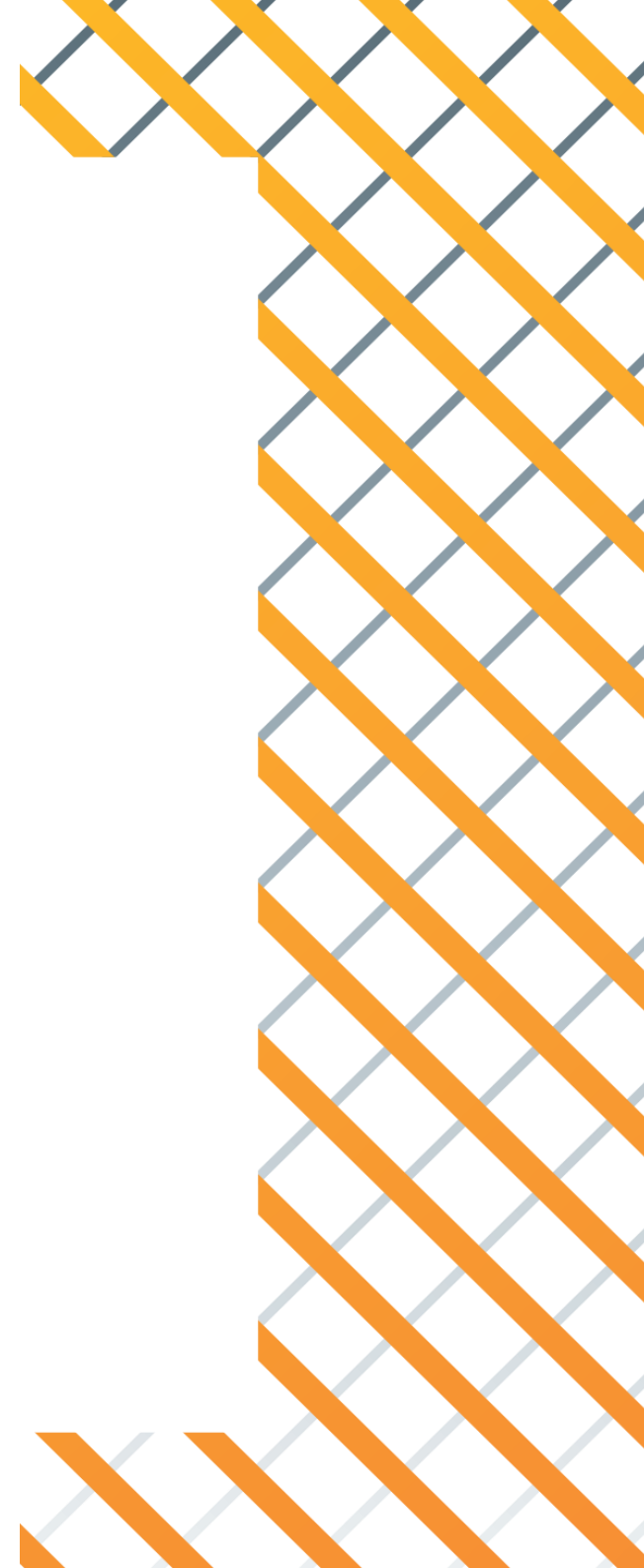
Key Outcomes

Participants will:

- Renew their commitment to internal customer service as a vital part of providing external customer service
- Identify ways to improve internal customer service
- Reduce interdepartmental miscommunication and conflict

Who should attend

This course is suitable for all those who work in teams or departments which co-operate with others within their organisations. Which means just about everybody.



Course Outline

Pre-course Activity

Participants are asked to consider some key questions about internal customer service within their organisation.

Team Exercise—'The Bank Job'!

- Participants take part in an interactive team exercise which demonstrates why teams from different departments need to cooperate with each other rather than work in silos. This experiential learning highlights the consequences of working in silos and the many benefits of good communication and collaborative working.

Understanding Internal Customer Service

- What internal customer service is and why it is important.
- The objectives of good internal customer service
- External vs Internal service focus within organisations
- The benefits of internal customer care

Congratulations Discussion

- A discussion of what participants like about the service they receive from the other teams or departments taking part.

Video - 'Inside Information'

- The Video Arts production 'Inside information: - a silo-buster's guide to internal customer service' is used to reinforce learning. This memorable programme shows how positive employee behaviour can break down 'silos' in the organisation and build productive working relationships with people from different departments.

Problems and Solutions

- The causes of poor internal service
- How to improve internal service

Meeting Customer Expectations

- Clarifying and communicating customer expectations

Resolving Conflicts Productively

- Understanding interdependence between departments
- Dealing with internal conflicts
- Mechanisms to aid co-operation and conflict resolution.

Improving Internal Service

- Silo busting tips
- Proactive interdepartmental communication
- Handling emotions and negativity on the job

Action planning

- Action planning the transfer of learning to the workplace

What Delegates Say

“The most valuable part of the course was the interactive exercise (*The Bank Job*) where I learned the importance of internal communication and behaviour. The facilitator was excellent at keeping me interested and engaged”

Chesnei Monrose, Royal College of GP's

“I will now consider how to communicate internal customer expectations and look at ways of changing my way of working to improve communications. I intend to increase face-to-face conversations and reduce e-mail.”

Victoria Fisher, Royal College of GP's

“I learned how internal customer service impacts our external service. This learning event was excellent, insightful and thought-provoking”

Participant from Royal College of GP's

“Before this workshop, I thought internal problems were only bad for morale. Now I know they're bad for the bottom line.”

D. Hassan, Youth Justice Board



Contact us

This course is available for in-house delivery or at a venue of your choice and can be tailored specifically to meet your business needs. For booking fees or further information contact us:

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Related Training Programmes:

- Managing Conflict using the TKI
- Effective Influencing Skills

