



who is an internal customer? A simple definition of an internal customer is anyone within an organization who at any time is dependent on anyone else within the organization.

The internal customer may be a situational customer. This person may not always be the internal customer. They might be depending on someone inside the company at a specific time for a specific reason, maybe once a week or even once a year.

An example of an internal customer may be someone in the payroll department. Let's say this payroll person is dependent on managers from various departments to call in the employee payroll on time. If a manager is late or doesn't report payroll properly, then the payroll person can't do his or her job, which is getting payroll checks out on time. The manager failed his or her internal customer.

This internal customer can be someone you work for as well as someone who works for you. At first you might think that because she works for me that I would always be her internal customer. After all, I'm the boss! WRONG! Of course, I am dependent on her to help me with my responsibilities, but she is just as dependent on me to get her the right information and training so that she can do the best job possible. It goes both ways.

OBJECTIVES:

- Improve service within your organization, increase productivity, and as a result, offer your customers better service
- Create interdepartmental service strategies that help, rather than hinder, work flow in your organization
- Eliminate "turf wars" among departments

KEY TOPICS:

- Identifying internal suppliers and customers and analyzing service "touch points"
- Understanding service perceptions and the importance of managing them
- Determining each employee's needs as a customer
- Measuring internal service
- Building a positive attitude for internal service
- Eliminating blame and "That's not my job" attitudes
- Dealing with difficult or challenging internal customers
- Taking action to build teamwork across department/division lines

Methodology

We believe that adult learning is most effective when presented in a relevant context so that the skills, strategy, and knowledge are meaningful to participants and can be applied directly in the training. Therefore, our design philosophy is to customize our core programs using our effective and efficient proprietary customizing process and tools. We incorporate participants' real-world challenges, sales tools, and processes into developing cases/exercises.

Our training methodology is based on the premise that participants/adults are not blank slates, and we utilize a process of questioning and generating a dialogue before presenting concepts and models. By doing this vs. lecturing, we gain participant involvement and buy-in before we build models and teach learning points. We use a "learning by doing" training methodology to support behavior change through highly interactive training. Using our customized cases and exercises, we ensure that participants apply the skills and strategies learned and receive intensive coaching and feedback. We utilize role plays, drills, in-the-action feedback, and other application techniques. We supplement learning by doing with some other teaching strategies, including small group discussion, drills, flip chart development to capture participant opinions and ideas, and limited PowerPoint slides. For Train-the-Trainer workshops, we not only provide Leader's Guides, but we also provide in-depth Leader Notes for every case and exercise that provide additional insights and best practices.

Regards,

Team – Big Brain Learning and Development Institute Pvt. Ltd.