

## *Internal Customer Care*

**INTRODUCTION:** *“When you communicate well, other people will understand what you want and take the actions you expect!”*

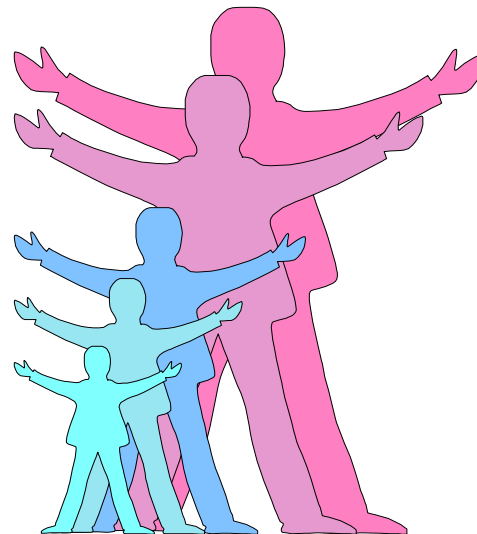
The concept of Total Quality Service is one where EVERYONE is treated as a ‘customer’. The service we provide for those customers will affect the service they provide for us, and this will ultimately affect the service we provide as an organization. This principle is applicable at all levels in the organization.

This course will encourage participants to sustain a customer care culture among teams and departments. Whether working with senior managers or new recruits, there will be plenty of exercises pitched at the right level.

There will also be some notes on preparing an internal customer care programme.

### **Areas covered:**

- Senior management
- The role of the manager with internal customers
- Managing internal customer care
- Managing standards of internal customer care
- Getting to know your internal customers
- Internal customer care
- Caring for your colleagues
- Skills in internal customer care
- Standards in internal customer care
- Teamwork in internal customer care
- Getting things right



## **CONTENTS**

### **SECTION A: INTERNAL CUSTOMERS AND INTERNAL CUSTOMER CARE**

#### **1: What is Internal Customer Care?**

To introduce the concept of customer care. To create an awareness that Internal Customer Care is vital to quality and quality service.

#### **2: Benefits of Internal Customer Care**

To provide an opportunity to discuss the benefits of Internal Customer Care and help participants 'buy-in' personally to the concept.



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### **3: Who are your Internal Customers?**

To provide an opportunity for each participant to consider their own internal customers and what they require.

### **4: The Service Chain**

To explore the concept that a service chain exists within an organisation. To encourage participants to recognise the interdependency of work activities.

### **5: Standards and Procedures in Internal Customer Care**

To introduce the concept of standards in Internal Customer Care. To stress the connection between quality and Internal Customer Care.

## **SECTION B: THE ROLE OF THE INDIVIDUAL IN INTERNAL CUSTOMER CARE**

### **6: The Three C's - The People Factor**

To examine the attitudes and behaviours required for effective Internal Customer Care. To emphasise the important role of the individual.

### **7: Rights and Responsibilities in Internal Customer Care**

To focus on and explore the individual's rights and responsibilities in Internal Customer Care.

### **8: Contact with Internal Customers**

To provide an opportunity to consider how contact is made with Internal Customers, and how to get the most from this contact.

### **9: The Telephone in Internal Customer Care**

To provide an opportunity to consider the contribution made by correct usage of the telephone to Internal Customer Care.

### **10: Your Work Standards**

To emphasise the importance of individual standards of performance in quality service.

### **11: Interpersonal Skills in Internal Customer Care**

To explore the contribution effective interpersonal skills makes to Internal Customer Care and Quality Service.

## **SECTION C: TEAMWORK**

### **12: Teamwork in Internal Customer Care**

To present an opportunity to consider the role teamwork plays in Internal Customer Care.

### **13: Your Team in Internal Customer Care**

To allow an opportunity to consider how the participants' teams score in providing Internal Customer Care.



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#### **14: You in the Team**

To allow individuals to consider their role and how well they function as team members.

#### **15: The Team Contract in Internal Customer Care**

This session is designed to help work groups and teams develop shared standards of internal service and response to Internal Customers.

#### **16: Complaints and Problems**

To provide an opportunity to consider the causes of complaints and problems with Internal Customers. This activity also proposes a procedure for handling and defusing complaints.

### **SECTION D: MANAGING INTERNAL CUSTOMER CARE**

#### **17: What is Internal Customer Care?**

This session is designed to introduce the concept of Internal Customer Care to a group of managers. Additionally the session identifies some advantages of Internal Customer Care for people in management roles.

#### **18: Your Internal Customers and Suppliers**

To provide an opportunity for managers to identify their Internal Customers, their needs and expectations and their requirements.

#### **19: The Manager's Role With Internal Customers**

To provide an opportunity for managers to consider their role in the provision of Internal Customer Care.

#### **20: Getting There**

To examine the action needed to introduce a workable process of Internal Customer Care.

#### **21: How Are You Doing?**

To enable managers to consider present standards of Internal Customer Care.

**WHO SHOULD ATTEND:** Team-Leaders, Supervisors, Managers, Senior Executives

**METHODOLOGY:** Seminar, Group Discussions and Role Play

**LENGTH:** 2 days **MATERIAL PROVIDED:** Participant Guide, Practical Exercises, Other Guides.