



CUSTOMER SERVICE  
EFFECTIVENESS

# Conference | Customer Service and The Internal Customer Approach

## DESCRIPTION

The **Customer service and the internal customer approach** conference is designed to initiate and educate personnel on the importance of the internal customer service approach and its impact on the satisfaction of external customers. It is mainly devoted to broadening the traditional definition of "client" and including the internal client in order to make the most of the interactions with our co-workers.

## OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Reflect upon a frame of reference and a common language tied to the notion of "internal client" within the organization;
- Become aware of and understand the importance of quality service to internal customers.
- Associate daily work with the impact on customer satisfaction.

## COURSE CONTENT

### INTRODUCTION TO THE CONCEPT OF "INTERNAL CUSTOMER"

- **Understanding Customer Service**
  - Defining Customer Service
- **Knowing My Customers**
  - Definition of Customer
  - Internal and External Customer
  - Lesson from the Circus
- **Know My Clients' Expectations**
  - Determine the expectations of my internal clients

- **Develop the "service" reflex towards internal clients**
  - Initial relations with clients begin within the organization.
  - The Weakest Link
- **Master the quality service steps**
  - We are our first work tool
  - My Personal Influence



## COURSE SPECIFICATIONS



### FORMAT

- Conference



### DURATION

The conference lasts 1.5 hour (90 minutes).



### TARGET AUDIENCE

Anyone intended to collaborate and cooperate with his colleagues.



### DELIVERY METHOD

Speaker-led classroom-delivery learning model with pre-determined pace.

A simple, efficient and powerful way to discuss best practices.



### LANGUAGE

Available in:

- French
- English



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