



CUSTOMER SERVICE  
EFFECTIVENESS

# Optimizing Internal Customer Relations



## COURSE SPECIFICATIONS



### FORMAT

- In-house



### DURATION

Training is given in one day (6 hours).

(The content and the duration of this session can be adapted for a personalized on-site training.)



### TARGET AUDIENCE

All individuals called to collaborate and participate in a process linked to customer service.



### DELIVERY METHOD

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities. Participants' experiences are used as support to put new notions into action.

Highly personalized and interactive approach, the groups are limited to 15 participants.



### LANGUAGE

Available in:

- French
- English



### CERTIFICATION

Training Certificate



## DESCRIPTION

**Optimizing Internal Customer Relations** aims to broaden the traditional definition of “customer” as to include the internal client, in order to maximize outcome from interactions with colleagues. The participants will learn the value of positive cooperation, as well as techniques to optimize the internal relations and facilitate the reaching of a common objective: their customers’ satisfaction.

## OBJECTIVES

### ALLOWING THE PARTICIPANT TO:

- Be conscious and understand the importance of quality service towards internal customers.
- Integrate the notion of “internal customer” within the organization.
- Associate his/her daily work to customer satisfaction.
- Define and recognize the needs and expectations of his/her peers.
- Use effective techniques in human relations towards internal customers and suppliers.

## COURSE CONTENT

### INTRODUCING THE CONCEPT OF “INTERNAL CUSTOMER”

- Definition of customer service
- Definition of a customer
- My internal customers: who are they?
- Why worry about internal relations
- The moment of truth

### DEVELOPING THE “INTERNAL SERVICE” REFLEX

- Basic notions of “internal customer service”
- The weakest link
- Define and recognize the expectations of its peers
- How is the quality of my service evaluated

### REQUIRED SKILLS FOR AN EXCEPTIONAL INTERNAL SERVICE

- Transactional and relational skills
- The dynamics of an “Internal Customer Alliance”

- Enabling communication
- Stimulating collaboration
- Establishing trust
- Fueling motivation

### THE STEPS TO QUALITY SERVICE

1. Being ready for customer contact
2. Getting into contact
3. Situation analysis
4. Establishing an agreement
5. Processing the situation
6. Conclusion

### PERSONAL ACTION PLAN



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