



*How Your Company's  
Internal  
Customer Service Affects  
Your  
External Customers*

**WHILE ATTENTION IS RIGHTLY FOCUSED ON delivering quality customer service to external customers, how effective is your *internal* customer service?**

**Are you treating other departments with as much attentiveness, courtesy and understanding as you accord your external customers?**

Research has shown that when internal customer service — teamwork and effective communication — is lacking, external customers suffer. The correlation is clear. Exemplary external customer service derives from the inside.

### Service Tune Up

Developing a customer service orientation within your company can not only pay dividends with external customers, but also improve efficiency, build teamwork and promote understanding within your organization. Isn't it time you tuned up your internal customer service?

### Learning Objectives

- ▶ Analyze How Breakdowns in Internal Customer Service Diminish External Customer Service
- ▶ Take The Internal Service Survey: Rate Your Own Company's Commitment to Internal Customer Service
- ▶ Understand 5 ways of Improving Inter-Departmental Communication
- ▶ Develop 7 Team Building Techniques for Leveraging Each Department's Strengths
- ▶ Learn Ways to Better Serve Your Employees So They In Turn can Serve External Customers Better.

### How The Presentation Is Delivered

Definitions, positive and negative anecdotal case studies, self-appraisals, illuminating role playing activities and a practical question & answer session all help attendees TURN CUSTOMER SERVICE INSIDE OUT.



### About Your Presenter

CRAIG HARRISON has developed training materials for the software, banking, public relations and publishing fields, and has trained corporate, academic, public sector and non-profit groups on quality and customer service topics for over a decade. His customer service columns and articles have appeared in *Transaction World*, *Support World*, *Customer Service Newsletter* numerous newspapers, magazines and journals worldwide. Clients include Pfizer, SBC, Hitachi, United Airlines and more.

Craig was 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION's N.California chapter, and past president of the San Francisco-Silicon Valley chapter of the INT'L CUSTOMER SERVICE ASSOCIATION.



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