

ACHIEVING PEAK PERFORMANCE TOGETHER

Introduction

Over the past few years the concept of the Internal Customer has been widely publicised. When asked most people can define what it means and most concede that it is a good idea. In many cases however, that is as far as it goes, no real shift in attitude or behaviour takes place and therefore no real improvement in service quality, internally or externally, results. Training is necessary to create a culture where Internal Customer Care is a live thriving issue for the organization. This training needs to involve both management and staff.

WHAT IS INTERNAL CUSTOMER CARE?

A customer is anyone for whom we provide a service, or who has need of what we supply. Internal Customers are the people who work within the same organization, who share the same external customers and organizational goals, and whose work is in some way dependent on the work done by us, or by others within the organization.

The service we provide internally to our colleagues impacts directly on the service delivered to the customer outside the organization. This ultimately affects their satisfaction and whether or not they will come back. People fail to see this connection between internal and external service, so requests and demands from colleagues are seen as distractions which simply get in the way of the "real" work of serving the "real" customer. The immediate work becomes the focus rather than the level of customer satisfaction.

How we treat Internal Customers ultimately affects the external customers who keep the organization alive. So serving our Internal Customers is not optional, it is essential to the success of the organization.

INTERNAL CUSTOMER CARE IS ...

SUPPORTING THOSE WITHIN THE ORGANIZATION WHO (DIRECTLY OR INDIRECTLY) SERVE THOSE OUTSIDE IT. As Jan Carlzon (CEO of SAS Airlines) puts it:

If you're not serving a customer you'd better be serving someone who is!"

Because Internal Customer Care is about people working with people in a service chain, our sessions have been developed for use with groups of delegates. All our activities involves group discussions, syndicate work and team exercises. Some of the activities involve individual thought and reflections.



Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related

to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 27 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction, insurance, oil-palm plantations and biotechnology.

As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque, Iowa, USA

Centre for Customer Care (CCC) Malaysia

(A one-stop centre dedicated to the achievement of customer service excellence)
Suite 3-1, Level 3, THE PLACE, No 1 Jln PJU 8/5G, Bandar Damansara Perdana,
47820 Petaling Jaya, Selangor Tel: +603-77104752 / 3152 Fax: +603-77100684
Website: www.centreforcustomercare.com
www.customereyes.net

Master Consultant for:



Internal Customers and Internal Customer Care

- o What is Internal Customer Care?
- o Benefits of Internal Customer Care
- o Who are your internal customers
- o The Service Chain
- o Standards in Internal Customer Care

The 6 Steps on the Stairway to Success: Motivation to Excel in Work and Life

- o **Self-Image**
 - *First Impression is the Lasting Impression*
 - *Professional*
- o **Attitude**
 - Being Positive In the Workplace: Good Attitudes Are Contagious
 - You are the PR for your organisation
 - Boost your own morale
 - Stay positive amid workplace realities
 - Be a STAR at your job
- o **Your Relationship with Others**
- o **Goals**
 - *How to Develop Your Goals Programme*
 - *Balance Your Priorities*
- o **Desire**
- o **Work**

Achieving Peak Performance on the Job

- o Discover your PEAK: Personal Efficiency and Knowledge
- o Turning Awareness Into Peak Performance
- o Succeeding Even When You're Not Peaking

The Role of the Individual in Internal Customer Care

- o The 3 C's – The People Factor
- o Rights and Responsibilities
- o Contact with Internal Customers
- o The Telephone in Internal Customer Care
- o Your Work Standards
- o Interpersonal Skills in Internal Customer Care
- o Common Workplace Courtesies that reduce tension and lower stress

Teamwork

- o Teamwork in Internal Customer Care
- o Your Team in Internal Customer
- o You in the Team: Belbin's 8 Team Roles
- o The Team Contract in Internal Customer Care
- o Complaints and Problem: Blame, Shame, Justify or Take Personal Responsibility?

Managing Emotions In the Workplace

- o It's Business, NOT personal
- o Managing emotions with your boss, Co-workers and Customers
- o Arrest that Stress: How to Depressurise Your Life

Conflicts Resolution & Utilisation – Taming The Tiger

- o Why and How Internal Conflicts can happen?
- o 6 Steps to Resolving Conflicts at Work

**Wrap-Up &
Certificate Presentation**

Getting what you want from others without infringing upon their rights