Internal

Customer

Service

Notes to Facilitator

This guide is designed to help you deliver the information for this training and to help increase consistency at all training sessions company wide.

Duration

45 minutes

Materials Needed

- PowerPoint Slides
- Participant Guide (separate document)
- Manny's Pizza Parlor video
- Jamboard (Google suite)
- Kahoot quiz game (linked shared separately)

Technology Needed

- Zoom with break rooms assigned
- Computer with stable internet connection
- Camera and microphone

Zoom meeting best practices and resources

- [Enable Waiting Room](#)
- Enable Mute All as participants enter
- Verify participants identity, require participants to use their actual names to be admitted
- [New safety features set up by Zoom](#)
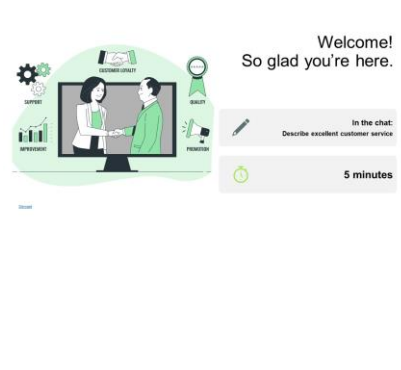- [How to prevent Zoom bombing](#)

Participant Guide

This is supplemental material to help participants follow along with the training and reinforce key concepts and the facilitator's oral explanations. This is a "nice-to-have."

Learning Objective: Upon completion of the training participants will be able to describe why internal customer service is important

Training at-a-glance
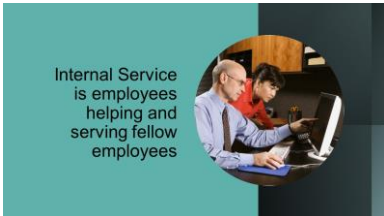
The timing in this guide is provided as a guideline and is estimated for an average class size of 15; modify as needed.
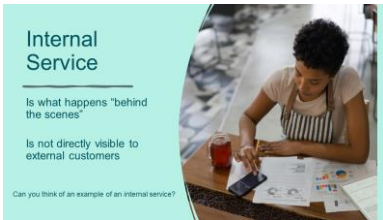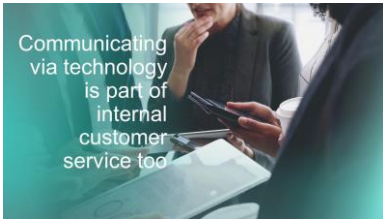
Slide	Activity	Duration
2	● Warm Up	1 min
3	● Housekeeping	1 min
4-7	● Icebreaker, Announcement, Numbers, LO	3 min
8	● Distribute Participant guide (optional)	1 min
9-11	● Define external customer	4 min
12-15	● Define internal customer	4 min
16-18	● Communicating via technology	4 min
19-23	● Provider -> Customer relationship	4 min
24-25	● breakout rooms, video	10 min
26	● Share out	5 min
27	● Quiz game in Kahoot	7 min
28	● Exit Ticket in the chat	1 min

Slide #	Duration	Slide	Facilitator Notes	Producer Notes
1	0 min		n/a	n/a
2	1 min		This should be shared on the screen as the participants enter the meeting. This a warm up activity to get the participants thinking about the topic. Alternatively, this can be done verbally if you allow the participants to unmute themselves.	Be prepared to save the chat file at the end of the training. You will need to adjust zoom settings and choose a folder where it will be saved. Keep an eye on the waiting room and verify the participants identity as you admit them.
3	1 min		Tell the participants approximately how long the training will be. Review zoom etiquette and expectations. Include cameras on or off, unmuting, using the chat, raising a hand emoji, when and how to ask questions, use of phones and other electronics and distractions, bathroom breaks, etc. Remember to tell them to mute themselves if they aren't talking. (This can also be done in your zoom meeting settings.) Tell participants that you will be asking for their active participation today.	Send a private message to participants that aren't adhering to the etiquette expectations. Eject participants if they don't comply Keep an eye on the waiting room for late comers and participants that need to be submitted for technical issues.
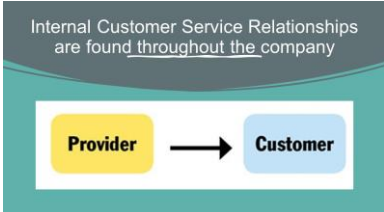
4	1 min	Icebreaker	Have each participant introduce themselves and describe their favorite pizza topping.	Unmute participants as needed.
5	1 min	Manny's Pizza Parlor Joins Our Team	Say: We are excited to announce we recently acquired a chain of pizza restaurants. Manny's Pizza Parlor is a welcome addition to our family of brands. Manny's brings a culture of internal customer service which is the focus of today's training.	continue to monitor the waiting room and participant etiquette
6	1 min	Manny's Culture of Internal Service — Low Employee Turnover / Higher Profits	Say: Manny's culture of internal customer service has generated strong numbers consistently over the years. Manny's has a proven track record of low employee turnover and high profits. ● 20% employee turnover rate compared to the 200% industry average and a ● 14% profit margin compared to the 6% industry average. Our goal is to decrease employee turnover and increase profits. We believe the best way to do this sustainably is to create a culture of internal customer service. Let's take what Manny is doing right and implement it company wide.	continue to monitor the waiting room and participant etiquette

7	1 min		Say: Upon completion of the training participants will be able to describe why internal customer service is important. (Alternatively, call on participant to read it.)	continue to monitor the waiting room and participant etiquette
8	1 min		If you're using the participant guide, distribute now by putting a link in the chat. Alternatively, you can email it out in advance.	Decide in advance if you will use the participant guide and if so how you will distribute it. Send the link in the chat now if needed.
9	1 min		Ask: Who is a customer? Say: Please respond in the chat or unmute yourself. (Don't reveal the answer until you get some responses from participants)	continue to monitor the waiting room and participant etiquette
10	1 min		Say: Today we are going to broaden our definition of customer. (Reveal each bullet one at a time) Ask: How does this differ from what you thought about a customer before today? Say: Please respond in the chat or unmute yourself. (If you have a shy group, tell them you need 2 responses before moving on.)	continue to monitor the waiting room and participant etiquette
11	1 min		Say: These are the individuals most people think of when they think of the word *customer*: the ones placing the orders, standing in line for the cashier, and waiting to be served in restaurants. The satisfaction of these customers makes or breaks a company; without them, most companies have no purpose. They are the	continue to monitor the waiting room and participant etiquette

			people whom most organizations are aiming to please.	
12	1 min		Say: Internal customers are the people inside the organization who are helped or otherwise affected by the work of others within the organization. They all receive their paychecks from the same company. With internal customers, no money changes hands, but they are still very important. For example, a hotel's housekeeping staff may have little direct interaction with the guests. They are serving the guests, but they are also serving the other staff members—they need to communicate to the front desk which rooms are ready for use and which aren't. If they clean the rooms, but don't tell the front desk which rooms are clean, they are providing poor internal customer service.	continue to monitor the waiting room and participant etiquette
13	1 min		Say: Let's define more thoroughly who the internal customer is? (Revel each bullet one at a time) Ask: Can you think of an example of an internal customer?	continue to monitor the waiting room and participant etiquette
14	1 min		Say: Employees provide internal customer service to each other, both within their own department and to colleagues in other departments. They also may provide it with suppliers in order to get their own jobs done. Many companies	continue to monitor the waiting room and participant etiquette

			believe just helping out a fellow co-worker, in any capacity, is internal service. When one employee asks a colleague for help, the colleague then transforms into the role of provider and the employee needing help is the customer.	
15	1 min		(Revel each bullet one at a time) Ask: Can you think of an example of an internal service? (Wait for responses) Say: Unlike external customers, internal customers don't have a choice. If the accounting department is chronically late with producing important reports, the people in the other departments can't fire everyone in that department and hire a new accounting team.	continue to monitor the waiting room and participant etiquette
16	1 min		Say: You've learned a lot of customer service skills, like verbal, nonverbal, and written communication skills, and it's important that you use those skills with internal customers, too. You need to work hard to communicate effectively and be professional with everyone in your company, from the janitor to the CEO. You're all in this together. And even if you have a job you think is unimportant, you are still contributing to the overall success of the company.	continue to monitor the waiting room and participant etiquette

| 17 | 1 min | | Say: Technology makes it possible for companies to communicate more with their employees, no matter how far away they are. An executive at a multinational hotel chain can "visit" properties in other countries without ever leaving her office. A front desk clerk working at a large resort can text a colleague in another building to get an answer for a guest's question. Restaurant managers at different locations can chat online to share tips for managing employees or handling the busy holiday season.

Part of having good internal customer service is knowing how to use those technologies effectively. You might chat online or text with a friend, but if you're texting with your boss, you need to "talk" or type differently.

Ask: What technology do you use to communicate at work?

(wait for responses) | continue to monitor the waiting room and participant etiquette |
| 18 | 1 min | | Ask: If this man is running late what would he text his partner? Would he text the same message to his boss? Why or Why not?

(wait for responses)

Say: The man pictured above might use slang or abbreviations when texting with his girlfriend ("c u l8r"), but it wouldn't be appropriate to use these shortcuts with his boss. You need to code-switch when using technology, just as you | continue to monitor the waiting room and participant etiquette |
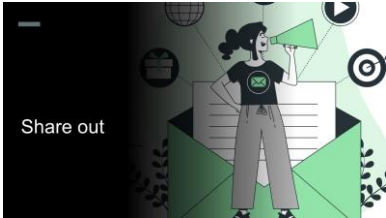
			would if you are talking to someone in person. Say: It's also important to remember that if you are given a phone or computer at your job, it is the property of your employer, and anything you do with it can be tracked by your employer. So snapping goofy selfies with your work phone is definitely not a good idea.	
19	1 min	Internal Customer Service Relationships are found <u>throughout the</u> company **Provider** → **Customer**	Say: I used the term provider earlier. Let's unpack the relationship between the provider and the internal customer. Using the broad definition of internal service, any employee in any company can play the role of provider or customer at some point. When a new employee is hired, she usually plays the role of customer as her boss and fellow employees are helping her get started in her job: • She is the customer of human resources, the department in charge of finding, hiring, and paying the people in the company. • She is the customer of the accounting department when she is learning about finances at her new job. • She is the customer of the IT department when she is getting her computer and	continue to monitor the waiting room and participant etiquette

			email address set up. • Her manager, trainer, and mentor are providing her a service when they teach her what she needs to know in order to do her job properly.	
20	1 min	Internal Customer Service *In each example, who is the customer and who is the provider?* The IT department setting up a new employee on the hotel's network / The maintenance department keeping the tour busses in working order / The human resources department hiring and training flight attendants for an airline	Say: Let's see how much you understand about the relationship between the provider and the internal customer. For each example, who is the customer and who is the provider? (wait for responses) (Answer: In the examples above, the IT department, maintenance department, and human resources department are the providers. These departments do not interact directly with external customers; their whole purpose is to keep the company running smoothly, and their customers are internal—the other employees.) (Correct misunderstandings as needed)	continue to monitor the waiting room and participant etiquette
21	1 min	Poor Internal Service can Lead to Poor External Service	Say: Poor internal service can lead to serious problems with external service. This is the most important concept to take away from today's training. Say: Suppose you work at a hotel. You are on the phone	continue to monitor the waiting room and participant etiquette

			with a customer who wants to arrange a special trip for his wife's birthday. He wants to book a specific suite in your hotel and have flowers and fancy chocolates waiting in the room when they arrive. You know that suite was being renovated, so you put him on hold while you check with the hotel's maintenance staff. The maintenance staff tells you that the suite will be ready for that guest. You tell the guest; he books the trip. But when he and his wife arrive, it turns out the suite isn't ready, and the rest of the hotel is booked up because of a conference. Now the guest and his wife are in a strange city with nowhere to stay. He's furious with you and complains about your customer service to the hotel's manager. Is that fair? Well, he doesn't know that the maintenance people made a mistake. As far as he can tell, you made the mistake. So the poor internal service of the maintenance staff caused poor external service for this guest.	
22	1 min	Internal Service If you communicate poorly with your colleagues or internal customers, you may cause problems for your external customers. Can you think of an example of common customer service mistakes that might be a result of poor internal service?	Say: several of the common customer service mistakes we have learned about could be a result of poor internal service. For example, "give incorrect information" was one of the mistakes we discussed and, as we just saw in that scenario about the hotel, that could be the result of poor internal service. "Not following through on a promise" could also be a mistake caused by	continue to monitor the waiting room and participant etiquette

			poor internal service. "Blaming another person for a mistake" may happen because of poor internal service, and that's an important one. In the situation above, you could blame the maintenance staff. But the customer doesn't care who made a mistake— he just wants it resolved. So by blaming the other people, you aren't solving his problem—and you may make him angrier. Ask: Can you think of another example of customer service mistakes that may be a result of poor internal service? (wait for responses)	
23	1 min		Say: By helping others in the company, employees help the company succeed. Quality internal customer service improves employee morale. It makes them work harder and stay at their jobs instead of leaving for another one. And, it makes money for the company. Most importantly, in a service industry like hospitality and tourism, excellent internal customer service leads to external customer service. Think about going out to eat at a restaurant. You want your table clean, your food delivered quickly, and you want to get what you ordered. You will interact with the waiter or waitress, but there will be lots of other people involved in giving you a good experience. If the bussers don't clean the table quickly or the chef makes a mistake with your order, you will not have as good of an	continue to monitor the waiting room and participant etiquette

			experience. So the chef and the busser need to give the waiter good internal service by doing their jobs right and providing good internal service. That allows the waiter to give you good external service, and everybody's happier.	
24	7 min		Say: Manny's Pizza Parlor attributes their success to their culture of internal customer service and we would like to integrate that into our culture company wide. We will watch a short video that illustrates internal customer service in action at Manny's. During the video I want you to think about a few questions. After the video, I will invite you to a breakout room to discuss in a small group. When we come back together we will share what was discussed in our breakroom.	Create breakout rooms and assign a spokesperson for each team. Get the video ready to play as the facilitator is explaining the process.
25	3 min		Say: Here are the sentence stems I'd like you to complete in your breakroom and be prepared to discuss. Nominate one spokesperson and be prepared to share. ● One example of good internal customer service in the reading was…because… ● One example of good customer service	Share the sentence stems in the chat by copy/paste or share as a separate document. Play video: Internal customer service in action at Manny's Pizza Parlor

			management in the reading was…because…	
			● I thought one really important idea in the reading was… Do you agree?	
			● One thing that confuses me or puzzles me is…	
			● I would like to talk to people about… because…	
			● Don't you think this is similar to… ?	
			● I have questions about…	
			● Another point of view is…	
			● I think it means…	
			● Do you think…	
			● What does it mean when the reading says…	
			● Do you agree that…	
			● This reminded me of what we learned about in an earlier lesson because…	
26	5 min	Share out	Say: Welcome back (call on each spokesperson from each breakout room and give them time to share out what they discussed in the group. Depending on how many groups, don't have all the groups share but rather have them share out a few responses each)	Visit each breakout room to observe. Send a 1 minute warning to breakout rooms before bringing them back together.
27	7 min	Game Time !	Say: now we are play a fun game in Kahoot that will reinforce the main concepts that we learned today. You can play using your computer in another tab on on your phone. You have a few minutes to join and then the game will begin. Read each question as	Share kahoot screen with game pin

			they come up (consider offering a prize or incentive to the winners of the game) Say: Congratulations to the gold, silver and bronze metal winners	
28	1 min	Thank You! Exit Ticket In the chat Why is internal customer service important?	Say: Thank you so much for attending today's training session. We are so excited to welcome Manny's to the team and look forward to a bright future as we create a corporate culture that encourages strong internal customer service that improves the external customer service we provide. Ask: Why is internal customer service important? Please respond in the chat. Once you have responded you are free to log off. Have a great Day :)	Save the chat file for future reference.