

From Colleague to „Customer King“

The Idea of an 'Internal Customer'



Suzy S., a salesclerk, is stressed. Her computer has crashed again – in the midst of a work in progress. She grabs the phone and barks at her colleague in the IT Department, "Since the day we got the stupid new software nothing works! You have to come immediately!"

"Oh, it's *you* again! It's your own fault! I bet you didn't fill out the user profile correctly again," her

colleague hisses back. "The soonest I can come is in two hours. There's other work to do." So much for this day for Suzy S.! She won't manage her daily workload and her bad mood is contagious.

Bad working atmosphere, conflicts, quarrels up to the point of mobbing behaviour – social scientists have discovered that the majority of the problems in companies are 'homemade'. It's time for a change of mind! In your company establish the idea of the 'internal customer'. Every person within an organisation has customers and everyone is dependent on others to succeed each day.

Who is a customer?

A customer is someone who is dependent on my service in order to save time, solve a problem or satisfy needs.

According to this definition, there are not only external customers. Colleagues, for whom I do preparation or completion work, can be customers. The boss can be seen as an internal customer, too, because he depends on the services of his employees. On the other hand, he can call his employees internal customers because they require his support and instruction.

How do internal customers pay?

Some pay with money (the employer). Others pay with good collaboration, respect, acceptance, kindness – factors which create a working day that is much more pleasant, motivating and productive. Seeing your colleague as a 'customer king' and treating him or her like one, will not only achieve more but also create better relationships and more contentment.

Establish the Idea of an Internal Customer in your Company

- Establish a **service culture**. Talk to your employees about the fact that everyone is dependent on each other. Moreover, it's in everyone's own hands to form relations with colleagues.
- Be a **good example**. Show your colleagues due appreciation. Treat them in the way you want your employees to treat external customers and each other.
- Consider managers and employees in other departments as internal customers.

The **BEITRAINING**[®] programme **Customer Focused Service**[®] (**CFS**) deals with the issue of internal and external customer relations. It shows ways to handle even the most difficult customer situations and how good customer service has an impact on job-related and personal success.

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Quotation of the month:

"Every sixty seconds you spend upset is a minute of happiness you'll never get back."

(Author unknown)

BEITRAINING[®] Ostwürttemberg opens in Heidenheim

The third Regional Training Centre of the international training company **BEITRAINING**[®] opens in Heidenheim in Baden-Württemberg (south of Germany). The franchise licence for the region of Ostwürttemberg has been granted to Sabine and Jochen Kassel.



Jochen Kassel believes that training is the success factor for every company: "The actual value of a company is found in its employees. Where products, manufacturing processes and management systems can be reproduced – employees cannot." In his opinion, long-term, competitive advantages for a company can be achieved through specific employee support. As a result of their previous experience in the area of consultancy, the Kassel couple recognise a need for training, particularly in small- and medium- sized companies.



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