

CUSTOMER SERVICE WORKSHEET: THINKING INSIDE AND OUT

1) Think about your EXTERNAL CUSTOMERS:

- Who are my external customers? (*Members, Beneficiaries, Donors, Prospects, Students, Congregants, etc.*)

- What do I provide for them tangibly? (*e.g.: products, services, etc.*)

- How can I improve my delivery of the tangibles?

- What do I provide for them intangibly? (*e.g.: convenience, comfort, reliability, etc.*)

- How can I improve my delivery of the intangibles?

2) Think about your INTERNAL CUSTOMERS:

- If I were to stop doing my job for two weeks, who would complain? Why?
- If my department stopped operating, who would be inconvenienced? How?
- What departments and employees receive or use the work I produce to do their jobs?
- How/with whom can I improve my internal customer service to maximize task outcomes?
- How/with whom can I improve my internal customer service to maximize relationship building?