



## Customer Service

### Eight Commandments of Customer Care

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#### You will:



- Describe the difference between internal and external customers
- List internal and external customers
- Scan the Eight Commandments
- Examine “Make it Easy to Be Your Customer”

## External Customers

Some are easy – Others are not.



## External Customers



External customers are those that receive the end product of your work.

## External Customers



- Those customer who are willing to be your customers as long as they need your product or service.
- You have a long term relationship with these customers.
- They will recommend you to others.

## Internal Customers

Some are easy – Others are not.



### Internal Customers



Internal customers are those next in line for your work. You may also be next in line for their work.

### Internal Customers



- Those who are next in line for your work?
- You have a long term relationship with these customers.
- They make your life easier or harder
- These customers DIRECTLY affect your ability to deliver exceptional customer service

### Putting the Pieces together



What is the connection between these three types of customer service?



*Who are your internal customers?*

### Let's identify?



Who are your external customers?

Who are your internal customers?



## Eight Commandments of Customer Service



## Eight Commandments



1. Make It Easy To Be Your Customer
2. Set Expectations
3. Know...Don't Think
4. Have a System

## Eight Commandments



4. Reward Customers
5. Don't Beat Customers Up With the Rules
6. Small Things Matter
7. Value Complaints

## Eight Commandments



- The commandments are interrelated.
- Breaking one commandment may cause you to break another
- Breaking one commandment will cause customer dissatisfaction

## Commandment # 1



Make it easy to be your customer

## Why isn't it easy?



- Barriers to your services
- Forms
- Processes
- Hoops
- People
- Regulations

## Common Barriers



- Lingo/Abbreviations
- Competing policies and procedures
- Wrong Doors
- Hoops

**Removing Barriers** 

- Flowcharts – How does a customer access your service
- Where are the barriers?
- Secret Shoppers
- Bathroom Conversations

What did you learn?

