

Strengthen Your Company Culture with Internal Customer Service



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WEBINAR

Today's Speakers

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Agenda

- What is Internal Customer Service?
- The importance of Internal Customer Service
- Training to Support Internal Customer Service
- Questions?

What is Internal Customer Service?



What is Internal Customer Service?

- An **internal customer** or **internal service provider**:
 - Can be anyone in the organization
 - Can be a co-worker, another department, or a distributor
 - In general, internal customers don't have a choice
 - For example: If the sales department doesn't like accounting's credit policies, they can't fire that department and hire another.





POLL

What is your initial thought of Internal Customer Service?

- Not necessary – the employees should be happy they work here
- An important part of what I do every day
- I am not sure what I think of it
- I do not do this yet, but I think it is important



The Importance of Internal Customer Service



Why Internal Customer Service? Why Is It Important?

- The way you treat your own personnel and the way colleagues interact has a profound effect on the way the organization is perceived externally
- First impressions count as much internally as externally
- You never know how what you do and say can effect other people that you work with
- *What you say and do even in one moment can have a direct impact on someone's day positively or negatively!*

The Ultimate Internal Customer Service Attitude



Good vs. Bad Service



91% of customers who had a bad experience will not do business with your company again.

Source: Glance



If these are your customers, ask yourself these questions...

1. How does this translate to what you do in your job daily?
2. If the people you work with are your customers, how do you treat them?
3. How would you describe how you act in a given day?

Don't Always Look at the Big Picture

- *If you can effect a few people in a class or in your office a day, what do you think the impact is overall?*
- What does it take to impact “one life” and why this means something
 - Each interaction, training and contact CAN have a positive impact and can make a difference
 - If we look at wanting to change everyone, that can hold us back
 - ***Make a difference one person at a time***





POLL

Do you use Alchemy Creator to help with your onboarding experience?

- Yes, I use Alchemy Creator to help with onboarding.
- No, I don't use Alchemy Creator to help with onboarding.



Training to Support Internal Customer Service



Training to Help Support Great Customer Service

- Ideas through Alchemy Creator
 - Welcome to the Company!
 - Company Specific Training (machines, equipment, PPE, etc.)
 - 401k and FSA/HRA Education
 - Greening
 - Sustainability
 - Company Policies
 - Introduction to other locations in the company & machinery
 - History of the company and introduction to executives

Training to Help Support Great Customer Service

- Training and Onboarding Ideas:
 - Gift basket with products from your company, card, etc.
 - Create company t-shirt for new hires
 - Assign a mentor/partner at work to help adapt to company culture
 - Opportunities for fun!
 - Classroom training using icebreakers and games
 - Create attractive ways to learn
 - Constant Comment College is a fun entity within Bigelow training department
 - *When training, look for a few in the classroom to affect change...great start!*

How Does this Translate to all Areas of Life?

- Ask yourself where you can make a difference every day
- Take advantage of opportunities in your workplace to help others
- Outside of work, look for things to make a difference and affect change



Challenge Yourself

- List things you can specifically do to provide great customer service to those around you or departments you “work” for
- Think of ways you can help make change in your community
- *As a trainer, what can you do to make a difference?*



If we want our external
customer service
to be first rate,
our internal customer
service must
be first rate first.

Dean Lindsay

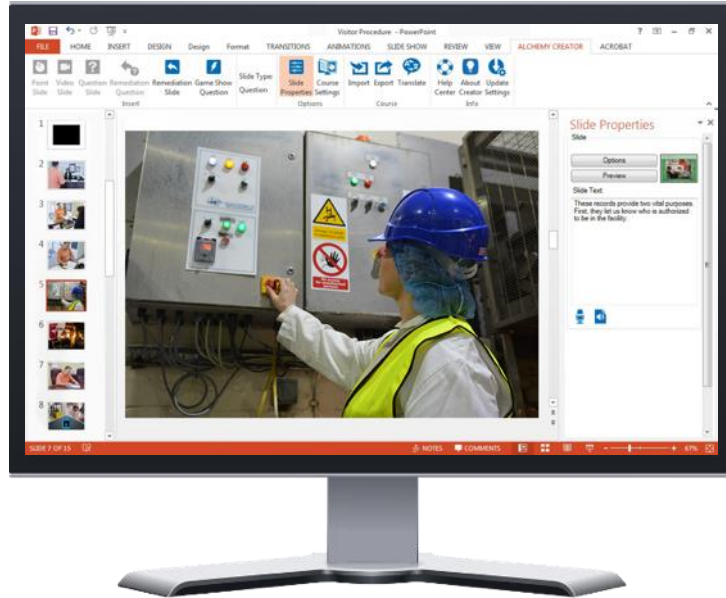
Alchemy Solutions Benefit All Types of Customers

- We often naturally think of ‘customers’ as those outside our own organization. We need to look inside before we think about our external customers. Who do we have a service relationship with?
- Affecting change is a powerful motivator
- Employees are our most valuable asset; we recognize that not everybody learns the same and it must be flexible.
- Big Picture – all your internal customers are/should be pulling in the same direction – how are you meeting their needs?
- What resources are at their disposal that allow them to succeed?

Learning Challenges: The Forgetting Curve



Use Alchemy Creator to Customize Your Courses



- Easily edit and customize courses based on company message and identity
- Excellent option for onboarding topics
- Add your existing courses to the library
- Build your own courses with award-winning features:
 - Quizzes, with tracked results
 - Remediation loops
 - “Lightning Round” game show
 - Audio, video, and subtitles

How Does Coach Help Organizations?



- Foster positive on-the-job supervisor to employee interactions
- Ensure compliance of GMPs, work instructions, and safety requirements
- Document and track corrective actions
- Sign off on on-the-job trainings and skill validation

The Alchemy of Leadership Program



- Turn supervisors into leaders
- Fill critical “people skills” gaps
- Strengthen new skills through short instructional modules
- Leverage scenarios that harness the power of role play
- Access learning that incorporates knowledge checks
- Follow-up & reinforce with learning aids
- Coaching observations to guarantee success

The Alchemy of Leadership Modules



Communication

- Good First Impression
- Communication Basics
- Providing Constructive Feedback
- Active Listening
- Receiving Feedback
- Difficult Conversations

Teamwork

- How to Delegate
- Motivating Yourself and Others
- Teamwork

Performance Management

- Anger Management
- Dealing with Difficult People
- Disciplinary Action
- Giving a Performance Evaluation
- Handling Employee Complaints

Leadership

- Behaving Like a Leader
- Building Trust
- Engaging Employees
- Managing Change
- Valuing Differences
- Follow Up and Follow Through

Alchemy Drives Safety, Quality, & Productivity



Training

- Train up to 150 employees at once
- Multilingual course libraries
- Easily customizable content



Reinforcement

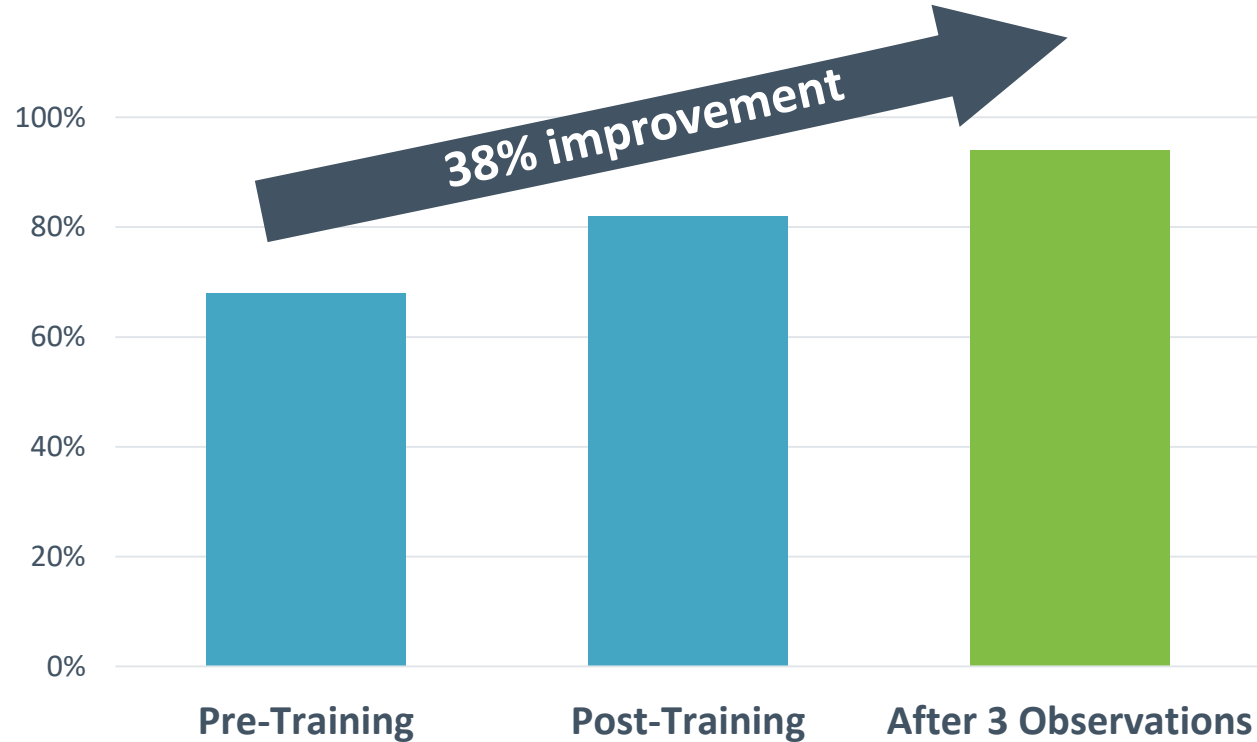
- App for on-the-floor observations
- Training-coordinated signage
- Supervisor guides for consistency



Compliance

- Automated recordkeeping
- Paperless documentation
- Audit-ready reporting

Alchemy Drives Behavioral Change



“People do what you *inspect*, not what you *expect*.”

– Louis Gerstner, Jr., IBM

Q&A



THANK YOU

