

The Importance of Internal and External Customer Service

Objective: Explain the importance of internal and external customer service.

Materials: Worksheet for each student, "Internal Customer Service," may be accessed at

- http://www.cteresource.org/attachments/atb/aai/internal_cust_ser.pdf (PDF) or
- http://www.cteresource.org/attachments/atb/aai/internal_cust_ser.doc (Word)

Notes to the Teacher

- A. Introduce the objective and distribute the worksheet "Internal Customer Service." In beginning the activity on customer service, you might mention that "inside customer service = outside customer service." This quote came from Dr. Tom Peters at a "Lessons in Leadership" Workshop held in Richmond, Virginia, January 2000. This means that the quality of professionalism that goes on behind the scenes is directly related to the quality of external service. Each employee's role is to add moment-to-moment value to every process.
- B. Tell the students that they are to assume the role of the employee, read the situation, and write their answers to questions 1–4.
- C. Have students work in teams to share their answers and come to an agreement on team responses.
- D. Have teams report their responses to the class.
- E. Ask teams to answer questions 5 and 6, then report their responses to the class.
- F. Address questions students may have about the case.
- G. Ask students how this situation in business relates to everyday life experience. Have the class discuss choices people have in responding to situations.
- H. Have the class discuss the significance of the influence that each team member can have when he or she models appropriate personal behaviors.

Ideas for Differentiation

- Pre-teach or review vocabulary terms *internal* and *external*.
- Allow students to role-play and orally respond in partner groups, depending on learner preferences.