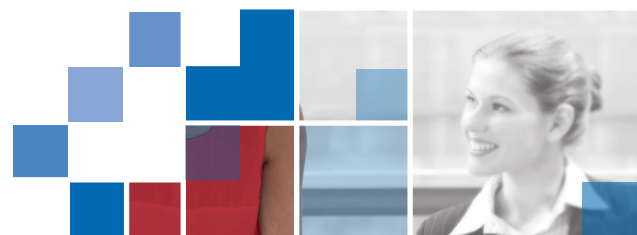


➤ Focussing on the internal customer



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

1. Organise your work force into work teams. The teams work best if they are based on the flow of work required to deliver the customers' needs and the people performing tasks in that work flow.
2. Give them the skills to work as a team.
3. Give them the time to meet regularly during working hours.
4. Require them to identify their key internal customers. These will be people in the company who make use of their major products and services.
5. Ask each team to meet with their major customers to find out what they need from the team. They should use this information to set standards for their performance.
6. Ask each team to establish ways for monitoring and reporting on their performance. When you get these results, remember to recognise and reward good performance.
7. Require teams to hold regular review meetings with their key internal customers.



To find out how this unique business tool will make your company more successful, contact the Telarc Customer Service Centre on 0800 004 004 or email: admin@telarc.co.nz

Further reading:

Putting the Customer First by Ian Brooks,
Nahanni Publishing, 2003.

10 Steps to Becoming Customer Driven by Ian Brooks,
Nahanni Publishing, 2001.

The Yellow Brick Road by Ian Brooks, Nahanni Publishing, 1995.

These books can be ordered from www.nahanni-publishing.com