

# Understanding Your Customers

## Aim of the Video

It's not unusual for some employees to believe that having great customer service skills is only the responsibility of staff who interact directly with external customers. This video will confirm that the business has both internal and external customers and every employee at every level must aim to provide excellent service to all customers.

## *Play the video up to the Pause*

## The Activity

Encourage staff to think of as many people as they can who they would consider a customer of the business. You may like to use butchers' paper, so lists can be easily displayed.

- Staff may ask how they should segment their lists – there is no right or wrong answers. The goal of the activity is to end up with as many examples as possible.

## Before returning to the video

- Ask staff to review the lists and identify if they have missed any customers.
- Ask **“Why should we treat all customers professionally?”**

## *Press PLAY*

## Post Video ACTION

- Consider asking staff to create a flow chart that identifies how many employees (internal customers) are involved in providing your products/services to your external customers.
- This is a great way to visually confirm that every employee in the business is responsible for providing excellent customer service.
- Display the flow chart to keep the service focus front of mind.

