

Unit 224
Principles of providing administrative services

Types of customer

We  our
customers

Types of customer

- Customers may be
 - internal
 - external to an organisation.



Internal customers

- the person working next to you
- your line manager
- someone who works for the same organisation in another department
- they have needs and expectations the same as other customers.

Dealing with internal customers

- Treat them with respect
- Honour any commitments.
- Remember that you are part of a team even if the person concerned is not part of your immediate team – the organisation is a team.
- Deal with requests politely, professionally and willingly. Poor customer service can affect working relationships.

When you are the internal customer

- Ask politely for help, advice, information
- Ensure that colleagues understand what you want and the timescale you want it in.
- Handle any difficulties in a professional manner.
- If you cannot resolve the problem yourself, follow the organisation's procedures.
- The internal customer relies on your work and what you do has an effect on others

External customers

- The person who buys and/or uses the goods and services offered by your organisation.
- They have needs and expectations and if the goods and services you offer meet these needs then they will purchase or use them.

External customer expectations

- good customer service
- to be treated with respect
- have commitments honoured
- to be treated politely, professionally and willingly
- feel as if they are individual and special to you.

Different types of customer needs

- Customers who
 - know what they want
 - have a vague idea of what they want
 - are confused
 - are angry or abusive.

Special requirements

- Some customers may have special requirements and need you to adapt your behaviour because
 - they have a disability of some kind
 - they are elderly
 - they do not speak English as a first language
 - their circumstances demand it.