



Activity: Worksheets for Setting Expectations with Customers

Working individually, answer the following questions and be prepared to discuss what you learned from this exercise with the rest of the class:

1. Who are your internal customers?

2. Who are your external customers?

3. What do your internal customers require?



4. How do you measure internal customer satisfaction?

5. What do your external customers require?

6. How do you measure external customer satisfaction?



7. Who are your internal suppliers?

8. As a customer, what are your requirements?

9. What kind of agreements have you secured from your supplier(s) about these requirements?



Facilitator's Notes:

1. Who are your internal customers?

- people I supply my product to.
- my employees.
- anyone that needs something from me.

2. Who are your external customers?

- people outside the corporation.
- purchasers of the services or goods.
- the public.
- people who rely on obtaining something from us.

3. What do your internal customers require?

- the right part or service, at the right time, in the right amount, at the lowest possible price.