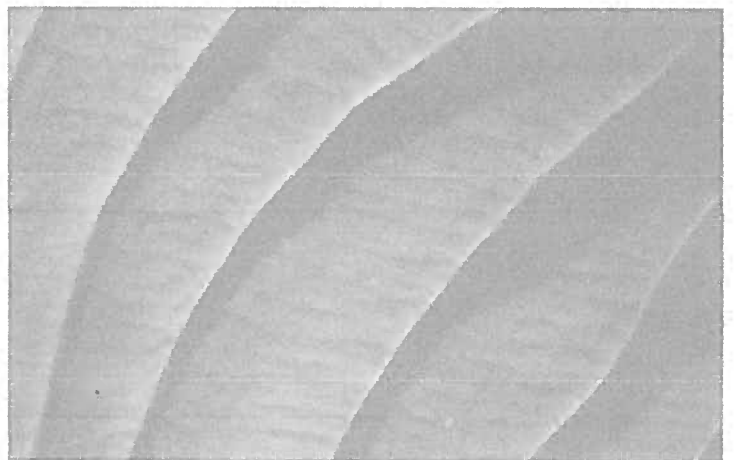
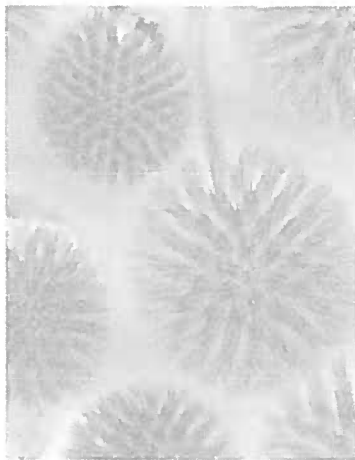
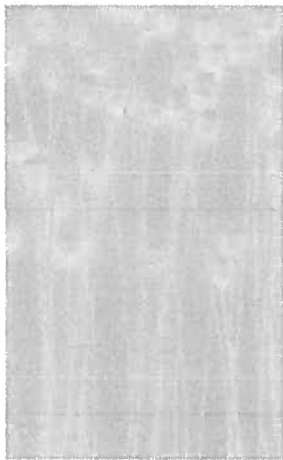


inspiration track
inyu training™
training for salons and spas

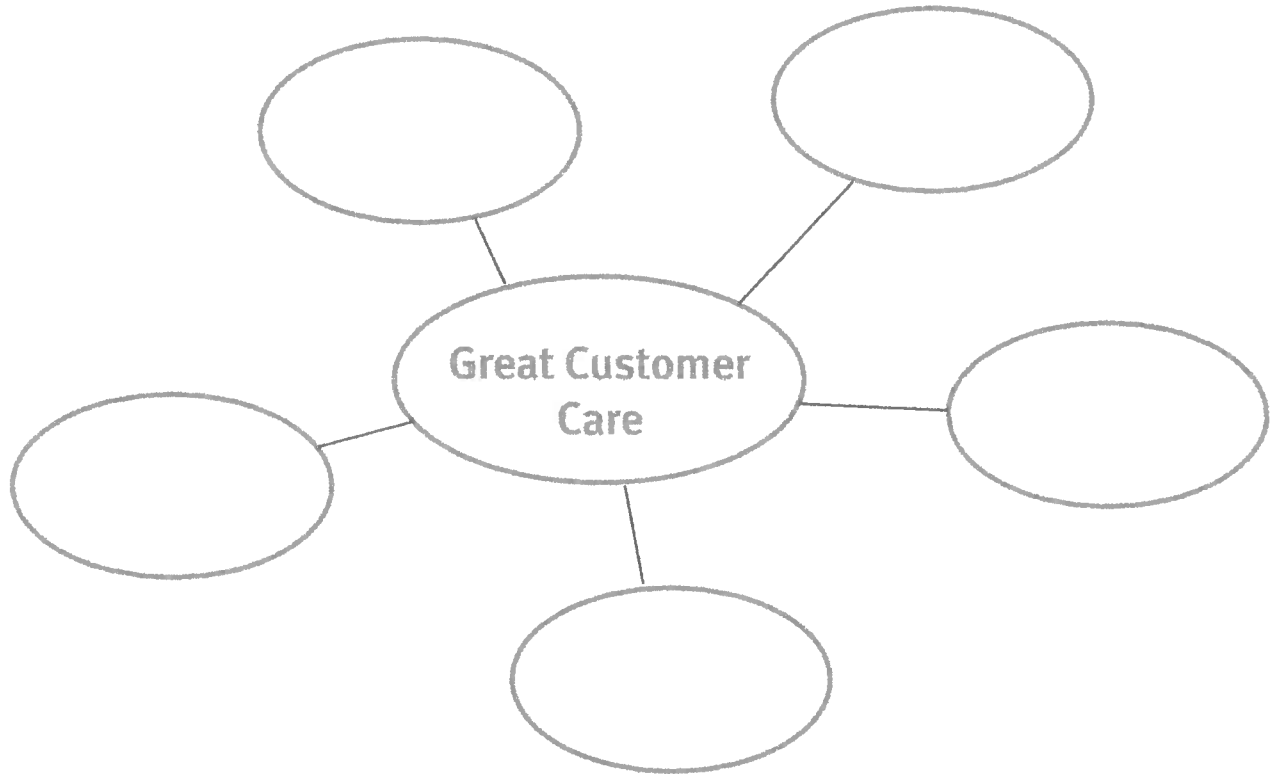


internal customer care
[participant guide]

intended outcome This workshop focuses on the importance of caring for our internal customers. We explore how each role works together to create a guest experience that exceeds expectations. This session will uncover key opportunities for improving the internal guest care systems that impact team morale and the ability to deliver on our customer promise.

internal customer care

What is great customer care? What does a customer expect in an experience?
What creates an experience that exceeds expectations?



“Biggest question: Isn’t it really ‘customer helping’ rather than customer service? And wouldn’t you deliver better service if you thought of it that way?”
- Jeffrey Gitomer

internal customer care

We serve two different customers in our company: the external customer and the internal customer. Each of us plays an important role in delivering our part of the overall service experience to the guest. To exceed the external customer's expectation, each of us must fulfill the commitments of our role.

The Guest Experience Wheel

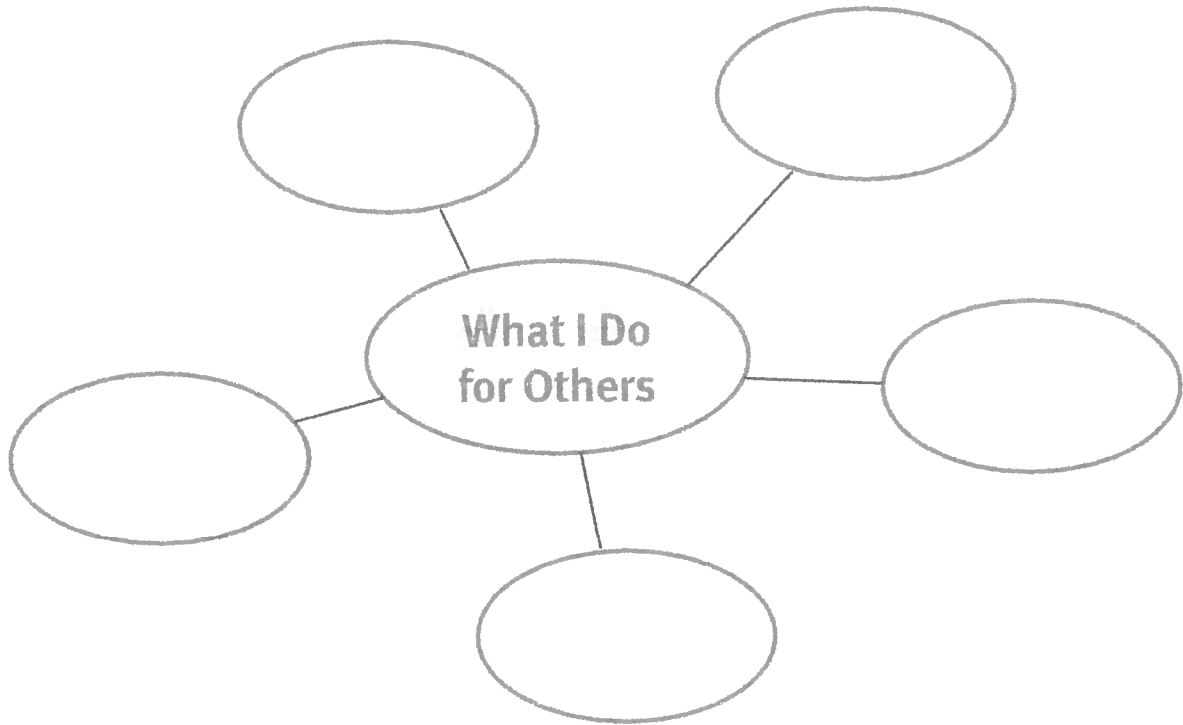


To create a great experience in choosing take home products, we must make sure that:

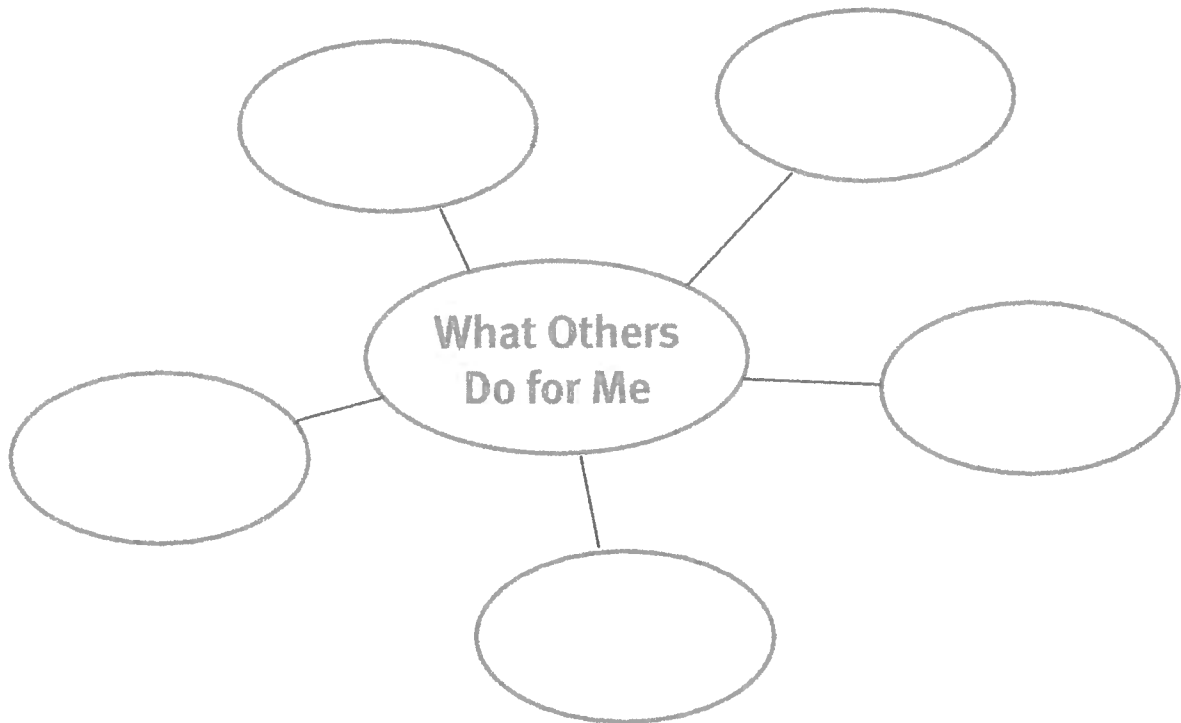
- the retail area is fully stocked.
- product information is displayed according to schematics.
- value-added services are offered to create an experience of the product.
- the guest is educated on product recommendations.
- products are selected and wrapped to take home.

internal customer care

What I do for others to make their roles easier:



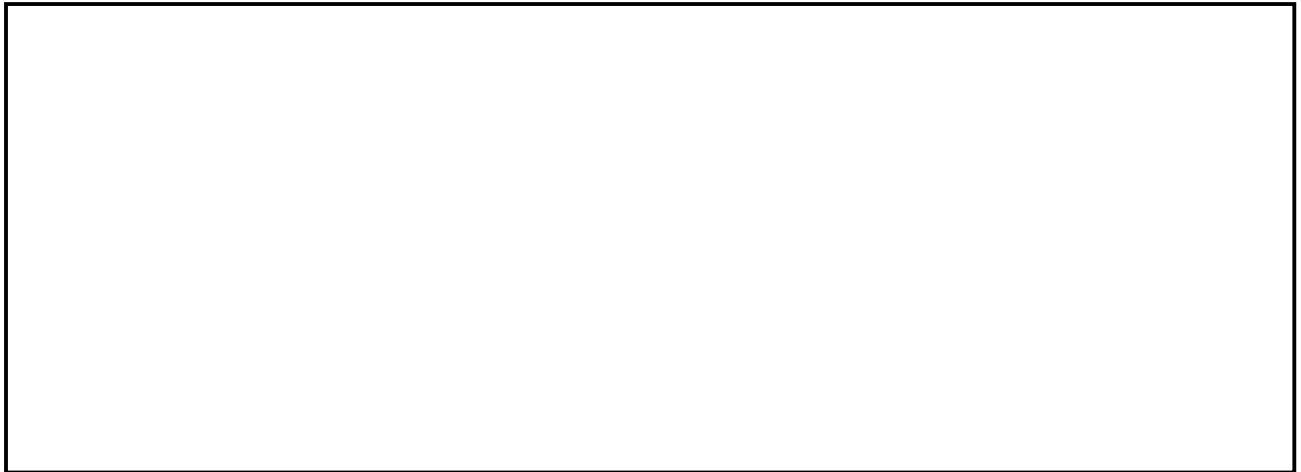
What others do for me to make my role easier:



“Every process in the organization has a customer - and without a customer, a process has no purpose.”

Internal Customer Care

There are many elements that contribute to great internal customer care. When every team member fills their role with enthusiasm and commitment, the overall experience for our internal and external customers exceeds expectation. What could you focus on that would create the biggest impact for your internal customers?



internal customer care