Interviewing the Internal Customer

Instructions:

When an internal *supplier* goes to their **internal customer** in your organization, they can use the following three questions to complete an **internal customer** needs analysis.

This is much like what a sales person does with their *external* customer to evaluate their on-going business relationship.

Best practices:

Every employee in your organization should participate in this process for maximum results.

If possible, it is recommended that two internal *suppliers* conduct this questionnaire with one **internal customer**.

As you go through these questions remember it is not only **what** you *say* and *do*, but as much as **how** you *say* and *do*.

The Purpose:

This is the time to look forward to opportunity and not backwards to blame.

It is the time to openly talk about how to improve the business processes and NOT to be overly critical by beating someone up verbally.

The internal *supplier* asks their **internal customer**…

1. What do you need from me?
2. What do you do with what I give you?
3. What are the gaps between what I give you and what you need?

Internal Customer Questionnaire

Internal Customer(s): _____

Internal Supplier(s): _____

Recorder's Name: _____

1. What do you (my Internal Customer) need from me (your Internal Supplier)?

_____

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2. What do you (my Internal Customer) do with what I (your Internal Supplier) give you?

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3. What are the gaps between what I (your Internal Supplier) give you (my Internal Customer) and what you need?

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