

Internal Customer Assessment

If Your Internal Customers Had a Choice, Would They Go Elsewhere?

In order to improve service delivery, it is first essential to understand the current levels of service. Only then, can the improvement process begin in earnest.

The following internal functional service providers often participate in internal customer assessments:

- Information Technology
- Human Resources
- Finance
- Legal
- Facilities Management
- Marketing
- Procurement
- Supply Management
- Shipping & Handling

Shared services organizations, such as Information Technology, Finance, and Human Resources provide expert advice and services to internal customers, but are the services they provide optimally aligned with the business needs of the organization?

Internal Service Providers Must:

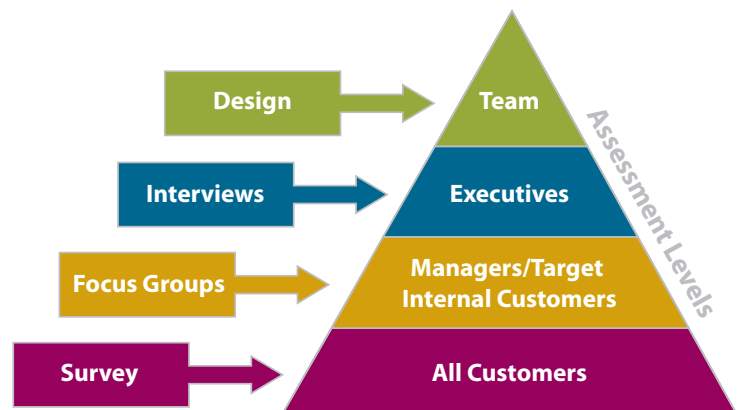
- Understand their internal customers' needs
- Perform in a manner that allows them to meet and exceed their customers' requirements
- Be aware of which needs are being met and those that are not
- Keep up with changing business priorities
- Offer policies and processes that work best for their customers as well as the company overall
- Provide proactive planning/preparing to meet future needs
- Engage in continuous improvement

Burke's **Internal Customer Assessment** process evaluates current service levels provided by internal functional groups to help those groups to best align people and processes with the business needs of their internal customers.

Burke typically works with each client to customize and tailor the approach to ensure optimal fit. Initial information gathering starts with the client team as to what attributes are important to include in the assessment. Different levels of stakeholders are often invited to participate. Participation approaches often include high-level interviews with executives, focus groups with managers and key customers, and then a survey that can be administered to all or at least a meaningful sample of end users. This allows for a well-rounded and comprehensive assessment with results providing sufficient depth and detail for follow up action planning and improvement.

FOR MORE INFORMATION CONTACT

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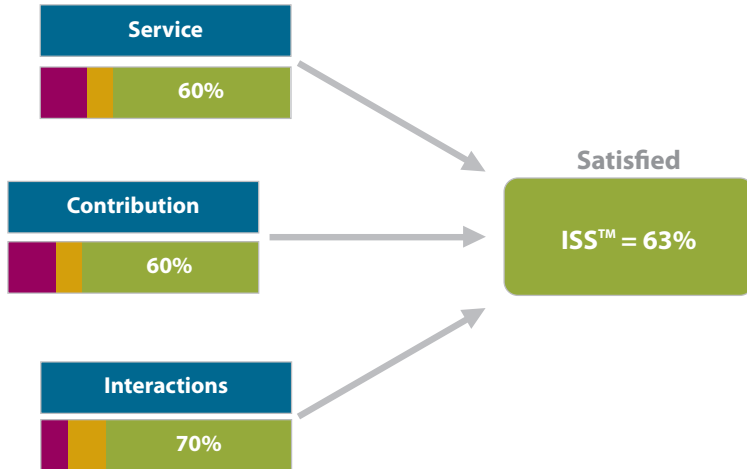
When Internal Customers Needs Are Met,
External Customers Are Better Served

Internal Customer Assessment

Burke's Internal Service Satisfaction™ (ISS) Index

Burke's Internal Service Satisfaction index assesses current performance, illuminates where improvements are needed most, and provides a baseline to monitor progress in the future. The Internal Services Satisfaction index is comprised of three key attributes:

- Overall service satisfaction
- Overall contribution to internal customers' business
- Overall quality of interactions.



Other supporting survey items pinpoint Strengths and Improvement Opportunities.

Benefits of Internal Customer Assessments Include:

- Better alignment of internal service providers with company business objective and priorities
- Improved understanding of internal customers' business and opening the door for more internal collaboration and partnership
- Improved processes, policies and practices. These positive changes enhance employees' ability to meet the needs of internal customers.
- Decreased frustration experienced by internal customers resulting in increased employee engagement and improved productivity.
- Bottom line, the greatest benefit from an internal customer assessment will be enhanced internal service support, enhanced customer satisfaction and improved business results.

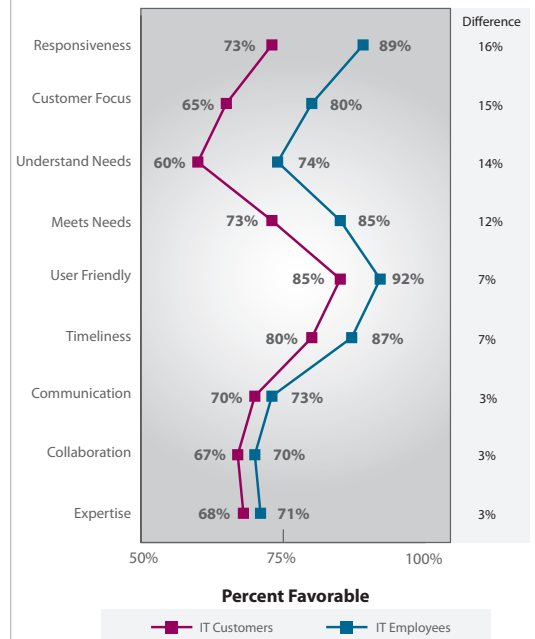
Why Burke?

Founded in 1931, Burke is a full service research and consulting company. Burke is 100% employee owned, increasing every employee's stake in quality and success of our company.



Our experience shows that there is often a gap between internal customers' needs and the perceptions of the staff providing services.

Perceptions Often Vary Between Customer & Employees



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