This question provides you with an opportunity to analyze the advantages of an organization that offers quality customer service. First, describe what it means to you to provide quality customer service for both internal customers and also external customers. Second, use your critical-thinking skills to explain how quality customer service can impact an organization's entire culture.

Quality customer service provides efficient, quick and friendly service by building strong relationships with customers, handling complaints promptly and by responding to the customer's issues on time. Good quality customer service keeps the customers coming back. " Internal customers are employees within a company, and external customers are individuals outside of the company" (Anderson & Bolt, 2016 p.100). Internal clients or just as important as an external customer. As internal customers, we must make every effort to communicate with other departments to ensure everyone is on the same page and updates to date with any changes, problems or current events and most important communicate any urgent or high priority requests. Without effective communication within the company, the company can fail and lose business. Demonstrating excellent internal customer service is essential to your business's success. Employee training is a key point, and with training, it can open the lines of communication within departments and encourage interaction and reinforce the company processes. We must remember satisfied employees create satisfied customers, as the employees will go above and beyond to please the client.