

Quick Guide: Caring for Internal Clients

Often when people think of 'client care' they only think about caring for their external clients. However, some people in firms do not deal with external clients. Does this mean that they don't need to care? Certainly not. Internal colleagues (or clients) are also important and need caring for. All the people in your firm form the client service chain with the clasp on the chain being the external client. Everybody in your firm is in the business of client service – if you are not serving the external client you are certainly serving somebody who is. So here are the Top Ten Commandments to show that you care for your internal clients:

- 1. The “client” is the most important person in any business – treat them as such.** You are all part of the client service chain so make sure you're not the 'weakest link'.
- 2. The “client” is not dependent on us – we are dependent on them.** Appreciate your role in the service chain – think about how the tasks you do impact on others and the end result.
- 3. The “client” is not an interruption to our work – but the reason for it.** Be as courteous when answering internal telephone calls as you would when answering external ones. You can never guarantee who is really on the other end!
- 4. The “client” does us a favour when they call – we are not doing them a favour!** Be as helpful as possible to colleagues and look for opportunities to add value to the service you provide. Consider: if you were on the receiving end - would you be happy?
- 5. The “client” is not there to argue with or to match wits with – we are there to accommodate them.** Work in partnership to find solutions to problems that occur. Don't be on the attack or on the defensive. Build rapport with colleagues.
- 6. The “client” is the person who brings us their needs – it is our job to fulfil those needs.** Find out their exact needs and offer a bit extra if you can.
- 7. The “client” is deserving of the most attentive treatment we can give – so give it.** Treat your internal colleagues as though they were external clients. Give them your full attention, especially on the telephone – don't think because they can't see you that you can carry on with something else.
- 8. The “client” is part of our business – not an outsider.** Remember we're all in this together – providing a service for the same clients.
- 9. The “client” is the person who pays our salary – so value their custom.** Always give a value for money service to your colleagues.
- 10. The “client” is the lifeblood of any organisation – without them we have no business.** Remember that everybody plays a vital role in providing a quality service to clients so play your part professionally.

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