

representatives who bring in new clients, or even the care taker who cleans the building. External customers are our clients/customers/consumers. These are the people, businesses and organisations outside of the company who buy products from us, give us their business or pay us for the services that we provide. The business of securing external customers drives revenue and is essential to the success and survival of an organisation.

The natural tendency for any company is to pay more attention to and focus on external customers, consequently placing less importance on internal customers. As we know, it is very important to satisfy external customers. Content external customers will remain loyal to the company longer, make repeat purchases, and will refer the company to others. Conversely, an external customer who suffers through a negative experience with the company, such as being treated rudely by an employee, can harm an organisation by discouraging others from using it. With the advent of social media, negative comments and reviews can be devastating to an organisation.

But what happens if part of a negative customer experience was the result of poor internal customer service? What if one of our employees was, for some reason, unhappy on any given day and that unhappiness was deflected onto the customer by way of poor service? In my opinion, there is definitely a direct correlation between internal employee happiness and a positive external customer experience. In order to produce happy external customers (those who buy our products and services,) it is important to build good customer satisfaction and rapport with our internal customers. Everyone uses the analogy about how a chain is only as strong as its' weakest link. Well, the same applies here. Having weak links only hurts the organisation.

What is the customer journey?

Think of the customer journey as a roadmap detailing how a customer becomes aware of your brand, their interactions with your brand—and beyond. Here's the customer journey definition:
The customer journey is the complete sum of experiences that customers go through when interacting with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.

