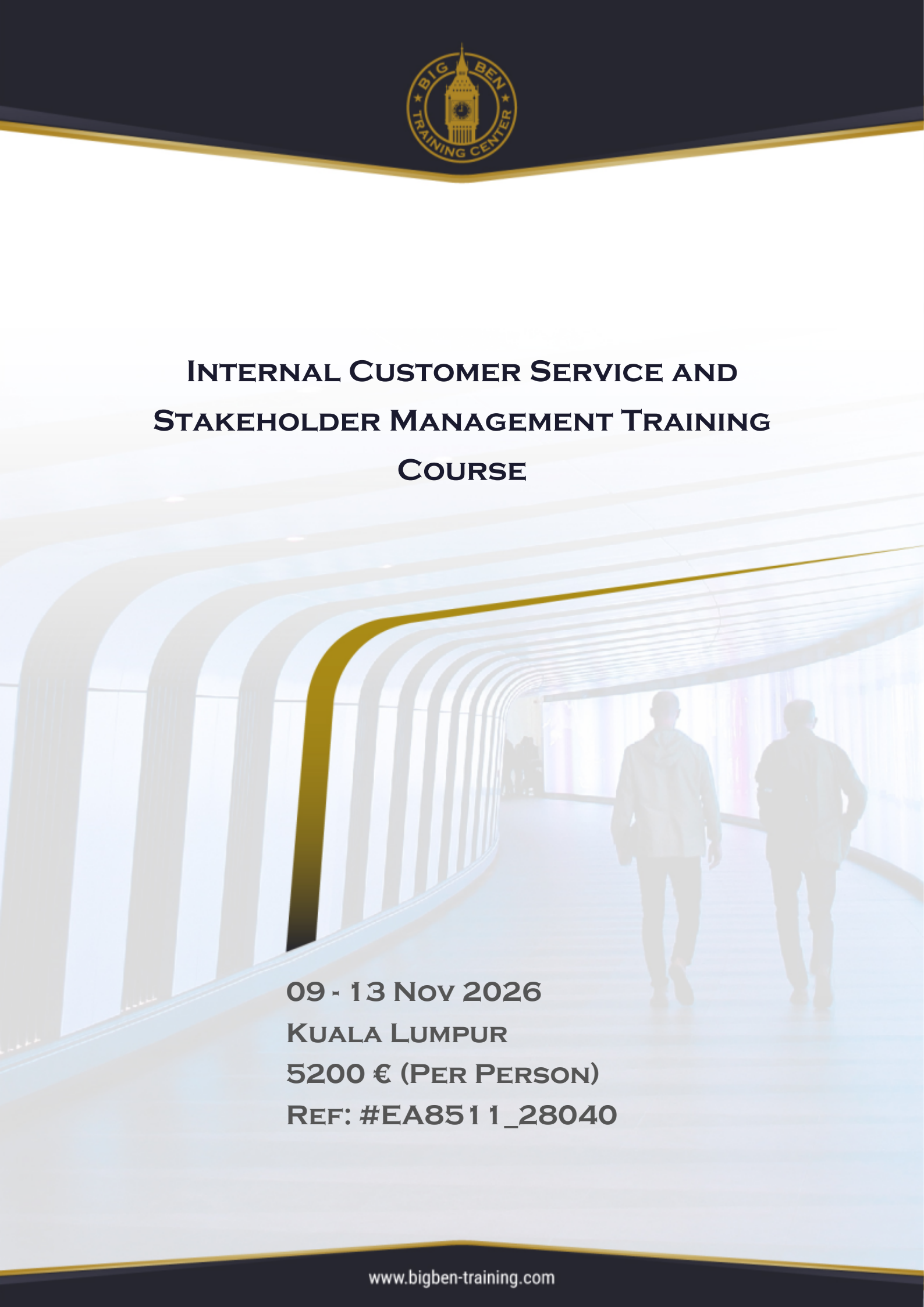
Internal Customer Service and Stakeholder Management Training Course



09 - 13 Nov 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #EA8511_28040

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the critical competencies of internal customer service and strategic stakeholder management. In today's interconnected business environment, organizational success is no longer solely dependent on external client satisfaction but is deeply rooted in the effectiveness of internal collaboration and support systems. This program moves beyond traditional customer service models to address the unique challenges and opportunities of serving colleagues and internal departments. Drawing on foundational concepts from service management experts like Christian Grönroos, author of "Service Management and Marketing," we will explore how perceived service quality and relationship management directly impact productivity, employee morale, and operational efficiency. Participants will learn to identify key internal stakeholders, analyze their needs and expectations, and develop robust communication and engagement strategies. BIG BEN Training Center has designed this course to be intensely practical, equipping professionals with the tools to transform internal interactions from transactional exchanges into strategic partnerships, thereby fostering a resilient and high-performing organizational culture.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Department Managers and Directors.
- Project Managers and Program Coordinators.
- Human Resources Professionals.
- IT and Technical Support Staff.
- Administrative and Operations Personnel.
- Finance and Accounting Professionals.
- Anyone responsible for cross-departmental collaboration.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Telecommunications.
- Retail and Consumer Goods.
- Governmental Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Information Technology (IT).
- Finance and Accounting.
- Operations and Logistics.
- Project Management Office (PMO).
- Administration and Facilities Management.
- Marketing and Sales Support.
- Legal and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Identify key internal customers and stakeholders and map their influence and interests.
- Develop and implement effective communication plans tailored to different stakeholder groups.
- Establish clear service level agreements (SLAs) to manage internal expectations.
- Apply active listening and empathy to understand and address internal needs proactively.
- Master techniques for negotiating priorities and resources with internal partners.
- Implement strategies to build trust and foster long-term collaborative relationships.
- Resolve conflicts and handle difficult situations with internal colleagues professionally.
- Measure and analyze internal customer satisfaction to drive continuous improvement.
- Champion a customer-centric culture within their teams and departments.

Course Methodology:

The training methodology for this course is designed to be highly interactive, experiential, and focused on practical application in the workplace. BIG BEN Training Center believes that adult learning is most effective when participants are actively engaged in the process. Therefore, the program eschews a traditional lecture-based format in favor of a dynamic blend of learning techniques. Sessions will incorporate facilitator-led discussions, real-world case study analysis, and small group activities that encourage peer-to-peer learning and knowledge sharing. A significant portion of the course is dedicated to role-playing scenarios that simulate common internal service and stakeholder challenges, allowing participants to practice new skills in a safe and constructive environment. Participants will receive personalized feedback from the instructor and peers to help refine their approach. The curriculum integrates self-assessment tools, strategic planning exercises, and action-planning sessions to ensure that the concepts learned are directly transferable to the participants' professional roles, fostering tangible improvements in internal service delivery and stakeholder relations.

Course Agenda (Course Units):

Unit One: Foundations of Internal Service Excellence

- The strategic importance of internal customer service.
- Differentiating between internal customers and internal stakeholders.
- Identifying your key internal stakeholders and their expectations.
- The link between internal service quality and organizational performance.
- Understanding the "Chain of Quality" concept in service delivery.
- Conducting an internal service audit for your department.
- Shifting from a transactional to a partnership mindset.

Unit Two: Mastering Communication and Interpersonal Skills

- Core principles of professional communication in the workplace.
- Active listening techniques to uncover underlying needs.
- Articulating messages with clarity, empathy, and positive language.
- Non-verbal communication and its impact on internal relationships.
- Building rapport and establishing trust with colleagues.
- Providing and receiving constructive feedback effectively.
- Tailoring communication styles for different personalities and departments.

Unit Three: Managing Expectations and Delivering Service

- Defining service standards and creating a service charter.
- Developing and negotiating internal Service Level Agreements (SLAs).
- Techniques for managing and prioritizing multiple requests.
- Proactive communication strategies to keep stakeholders informed.
- The art of saying "no" constructively while preserving relationships.
- Problem-solving frameworks for internal service challenges.
- Tools for measuring and tracking internal service performance.

Unit Four: Strategic Stakeholder Engagement and Influence

- Conducting a stakeholder analysis using an interest/influence matrix.
- Developing a strategic stakeholder engagement plan.
- Techniques for influencing without formal authority.
- Building and managing cross-functional coalitions.
- Communicating value and demonstrating departmental contribution.
- Navigating organizational politics and internal dynamics.
- Presenting ideas and proposals to senior stakeholders effectively.

Unit Five: Conflict Resolution and Fostering a Service Culture

- Understanding the root causes of internal conflicts.
- Applying a structured model for conflict resolution.
- De-escalation techniques for handling difficult conversations.
- Mediating disputes between team members or departments.
- Transforming complaints into opportunities for improvement.
- Leading by example to champion a service-oriented culture.
- Developing an action plan for continuous improvement in internal service.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization quantitatively measure the ROI of investing in a strong internal service culture beyond simple satisfaction metrics?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a uniquely integrated and strategic perspective on internal organizational dynamics. While many programs treat internal customer service and stakeholder management as separate disciplines, this training course synthesizes them into a single, cohesive framework. It recognizes that every internal stakeholder is also an internal customer, and effective service is the foundation of influential engagement. The curriculum moves beyond generic communication tips to provide a robust toolkit for strategic analysis, negotiation, and influence, tailored specifically for the internal corporate environment. Rather than focusing on abstract theories, every module is grounded in practical application, utilizing case studies and role-playing scenarios that mirror the complex, real-world challenges participants face. The emphasis is on cultivating a strategic mindset, enabling participants not just to react to internal requests, but to proactively manage relationships, align departmental goals with broader organizational objectives, and position themselves and their teams as indispensable strategic partners within the business.