Internal Customer Service and Stakeholder Engagement Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #OM3506_258686

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the critical competencies of internal customer service and strategic stakeholder engagement. In today's interconnected workplace, organizational success is no longer solely dependent on external client satisfaction but is deeply rooted in the quality of internal collaboration and support. This program moves beyond traditional customer service models to address the unique dynamics of internal relationships, where colleagues are clients and interdepartmental synergy is paramount for efficiency and innovation. Drawing upon foundational concepts from experts like R. Edward Freeman, a pioneer in stakeholder theory and author of "Strategic Management: A Stakeholder Approach", this course equips participants with the tools to identify, analyze, and effectively engage internal stakeholders. At BIG BEN Training Center, we have designed a curriculum that transforms internal interactions from transactional exchanges into strategic partnerships. Participants will learn to break down organizational silos, foster a proactive service-oriented culture, and align departmental efforts with overarching business objectives, ultimately driving performance and employee morale from the inside out.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Department Managers and Directors.
- Project Managers and Program Coordinators.
- Human Resources Professionals.
- Information Technology and Technical Support Staff.
- Administrative and Operations Personnel.
- Finance and Accounting Professionals.
- Anyone responsible for providing services or support to other internal departments.

Target Sectors and Industries:

- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Finance, Banking, and Insurance.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government and Public Sector Agencies.
- Education and Non-Profit Organizations.
- Hospitality and Service Industries.

Target Organizations Departments:

- Human Resources.
- Information Technology (IT).
- Finance and Accounting.
- Operations and Logistics.
- Administration and Facilities Management.
- Marketing and Sales Support.
- Legal and Compliance.
- Procurement and Supply Chain.

Course Offerings:

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

- Identify and map key internal stakeholders and their influence on projects and operations.
- Develop robust communication strategies to build trust and rapport with internal partners.
- Establish and manage clear Service Level Agreements (SLAs) to meet internal expectations.
- Apply proven techniques for constructive conflict resolution between departments.
- Cultivate a proactive and positive internal service mindset within their teams.
- Analyze internal service feedback to drive continuous process improvement.
- Influence stakeholders effectively to gain buy-in for initiatives and changes.
- Align internal service delivery with the organization's strategic goals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in the workplace. We reject passive, lecture-based formats in favor of a dynamic, participant-centered approach that fosters deep understanding and skill development. The course incorporates a rich blend of instructional techniques, including expert-led presentations on core theories, interactive group discussions to share experiences, and collaborative problem-solving workshops. A significant portion of the training is dedicated to hands-on learning through realistic case studies drawn from various industries, allowing participants to analyze complex internal service challenges. Role-playing scenarios will be used extensively to practice communication, negotiation, and conflict resolution skills in a safe and supportive environment. Participants will also engage in team-based exercises to develop stakeholder maps and communication plans. Continuous feedback from the facilitator and peers is a cornerstone of our method, ensuring a transformative and impactful learning journey that builds both competence and confidence.

Course Agenda (Course Units):

Unit One: Foundations of Internal Service and Stakeholder Identification

- The strategic importance of internal customer service.
- Defining the internal customer and the service mindset.
- Introduction to stakeholder theory and its application internally.
- Techniques for identifying and categorizing internal stakeholders.
- Understanding the needs, expectations, and motivations of different departments.
- The impact of poor internal service on organizational performance and morale.
- Linking internal service excellence to external customer satisfaction.

Unit Two: Mastering Communication and Building Internal Relationships

- Core principles of effective interpersonal communication in the workplace.
- Active listening and empathy to understand underlying needs.
- Building rapport and establishing trust with colleagues and other teams.
- Adapting communication styles for different stakeholders and situations.
- Techniques for providing and receiving constructive feedback across departments.
- The art of clear, concise, and professional written communication.
- Managing perceptions and building a positive professional reputation.

Unit Three: Managing Expectations, SLAs, and Conflict Resolution

- Techniques for proactively setting and managing internal expectations.
- Developing, negotiating, and implementing Service Level Agreements (SLAs).
- Strategies for handling difficult internal customers and challenging situations.
- Understanding the root causes of interdepartmental conflict.
- A step-by-step model for constructive conflict resolution.
- Mediation and negotiation skills for win-win outcomes.
- Service recovery strategies for when things go wrong internally.

Unit Four: Advanced Stakeholder Engagement and Influence Strategies

- Conducting a comprehensive stakeholder analysis and mapping.
- Developing a strategic stakeholder communication and engagement plan.
- Techniques of persuasion and influence without formal authority.
- Presenting ideas and proposals effectively to diverse internal audiences.
- Building and leading cross-functional coalitions to achieve common goals.
- Managing stakeholder resistance during periods of organizational change.
- Leveraging networks to enhance collaboration and information flow.

Unit Five: Cultivating a Service Culture and Driving Continuous Improvement

- Defining the components of a world-class internal service culture.
- The role of leadership in championing internal service excellence.
- Methods for measuring internal customer satisfaction and service quality.
- Using data and metrics to identify areas for process improvement.
- Empowering teams to take ownership of the internal customer experience.
- Developing a personal action plan for applying course concepts.
- Sustaining momentum and fostering a culture of continuous improvement.

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 might an organization's external brand promise be undermined by a failure to cultivate a strong internal service culture, and what are the long-term consequences?

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

This course distinguishes itself by holistically integrating the disciplines of internal customer service and strategic stakeholder management, a combination rarely found in standard corporate training. While many programs focus narrowly on transactional service skills, this curriculum elevates the conversation to a strategic level, teaching participants not just how to serve, but how to partner, influence, and align with internal stakeholders to drive overarching business goals. It moves beyond generic communication tips to provide robust frameworks for stakeholder analysis, influence mapping, and the development of formal Service Level Agreements (SLAs). The emphasis is on cultivating a systemic, service-oriented culture rather than offering temporary fixes. By grounding the content in established theories like R. Edward Freeman's stakeholder model and translating them into practical, actionable tools, the course equips professionals to diagnose and resolve the root causes of interdepartmental friction. Participants leave not just as better service providers, but as strategic internal consultants capable of building the collaborative bridges essential for organizational agility and success.