



1 - Your Key to Customer Satisfaction

DISCUSSION GUIDE

1. What percentage of dissatisfied customers switch to a competitor because of poor service? Check the correct answer.

_____ 20%

_____ 30%

_____ 40%

2. List five benefits to our organization if we can get customers to return more often.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

3. Identify the difference between internal and external customers.

4. Who are the people at work (internal customers) that count on you?

Copy this sheet and hand out to participants.