

WHO ARE YOUR CUSTOMERS ROLE-PLAY ANSWER KEY

Show how the service provided can affect the ability of the internal customers to do their job properly.

Scenario 1

You are a phone representative for a newspaper. Individuals call you up to place classified ads.

Customers include: people placing classified ads, accounting department, printing department, etc.

Scenario 2

You work on an assembly line putting together two pieces of a 10-piece product.

Customers include: people buying the product, other workers on the assembly line, marketing department, accounting department, etc.

Scenario 3

You work as a file clerk in an attorney's office.

Customers include: the attorney, the clients, other attorneys, employees of the court, judges, etc.

Scenario 4

You are a sales representative in a bank helping customers open up various types of bank accounts.

Customers include: bank customers, accounting department, sales department, branch, etc.

Scenario 5

You are a telemarketer selling a brand new home alarm system.

Customers include: individuals you are calling on the phone, the representative of the company that owns the alarm systems, the individuals installing the alarms, etc.

Scenario 6

You are a junior web designer whose job it is to create feedback forms for visitors to the company's web site.

Customers include: visitors to the web site, the senior programmer who is incorporating your code into the overall web site, and the marketing staff (or other people who handle the responses) generates the feedback from questions, etc.

Scenario 7

You work in a travel agency mailing hard copies of itineraries to travelers who book their trips with your travel agency.

Customers include: the clients (travelers), the travel agents, the airlines/hotels/cruise ships/etc.

Scenario 8

You work in a video store, categorizing and placing new movies on the shelves. You also work the cash register when you are not working on the new movies.

Customers include: the customers at the store, the video distributors that represent the owners of the videos, the store manager, etc.