

Customer service reps are sometimes asked to keep a “complaint log” in order to track and analyze complaints from customers. A similar “Internal Service Log” can be used to track and analyze internal service issues. A simple tracking sheet that logs date, issue or request, department involved, response, timeliness, and adequacy of response should be enough to provide a good basis for analysis.

The following “Internal Service Log” is a full-page version of the one found on page two of *The Customer Communicator’s SkillSharpener*. Before distributing it to your reps, however, you should discuss with them the types of internal service issues that typically occur and how you will identify them, so that everyone is talking the same language. You might also discuss ways in which you can rank the issues reps identify to indicate which issues are more serious and need more immediate attention.

— **Editor**
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