**Customer Service**

**Define internal customers:**

**Define external customers:**

**Give examples of the internal and external customers that Waitrose and The Woodhouse Cafe will have:**

Waitrose internal:

Waitrose external:

Cafe internal:

Cafe external:

Focusing on customers with special requirements, e.g. different language or culture, age, gender, families, special needs such as visual, hearing or mobility, give examples of how Waitrose and Woodhouse Cafe provide customer service for each:

**Different language or culture**

**Age**

**Gender**

**Families**

**Special needs such as visual, hearing or mobility**

**Customer complaints:**

Within Waitrose, give 5 examples of the types of complaints customers might have:

1

2

3

4

5

Within The Woodhouse Cafe, give 5 examples of the types of complaints customers might have:

1

2

3

4

5

**How do you think each business will deal with complaints? Why is this so important?**