

# Ansökan till Olle Jonson-priset 2023

Examensarbete på avancerad nivå (magister) vid Mittuniversitet, vårterminen 2023.  
Huvudområde: Kvalitetsledning Högskolepoäng: 15 Termin/år VT/2023

## **Examensarbetets titel:**

### **Quality from the perspective of the internal customer**

*Internal service experience in a manufacturing industry company.*

In order to improve service quality, mapping and measuring customer experience is a vital part of improvement efforts. This is however mostly studied from the external customers point of view, and studies on internal customer experience are scarce. The aim of this study was to explore the existence of different dimensions of internal customer experience within an organisation and examine their relationship to other measures of customer experience. In addition, the study aimed to explore the internal customers' perspectives on the quality of the service delivered. The focus of the study was the after sales department in the Swedish branch of a global manufacturing company.

#### **Problem formulation**

It is becoming more and more common to use service as a competitive advantage and there are studies that show that service quality is more important than product quality to get satisfied customers. And customer satisfaction is dependent on positive customer experiences. However, the customer experience is mostly studied from the perspective of external customers. There are those who believe that internal and external customers are so different that they must be treated as two different groups, while others believe that they have much in common.

#### **Purpose**

The purpose was to investigate which dimensions of the internal customer experience existed within a company. and how they relate to other measures of customer experience. The aim was also to examine the internal customer's view of the delivered service quality.

This is a phenomenological study conducted with a qualitative method. Data were collected using semi-structured interviews and analyzed using an inductive thematic method. The theory has its starting point in TQM and the cornerstone model as well as service, service quality, customer satisfaction and customer experience.

The result shows six dimensions that affect the internal customer experience: Communication, Behavior, System Support, Personal Contact, Technical Competence and Functional Processes. Although there are some differences, these dimensions can be compared with other dimensions of customer experience and service quality. The internal customers describe the cooperation and communication with the internal supplier as mostly good, but they express how response time, communication, system support and end customer focus are areas that can be improved. The results indicate that existing measurement tools designed for external customer experience should also be applicable in internal contexts. This study contributes to expanding the limited knowledge of internal customer experience.