*For this essay, you will explore both internal and external customer service and consider ways to provide excellent service to customers within an organization and outside the organization. Your essay should address the following questions:*

1. *Explain your definition of internal customer service. How do you personally provide excellent internal customer service to your colleagues?*
2. *Explain your definition of external customer service. What is an example of an organization that you feel provides excellent external customer service? Describe this organization and how it provides excellent customer service.*
3. *How has social media and the Internet changed customer service? What suggestions can you give to an organization that is struggling with online customer service?*

*Your complete essay must be at least two pages in length.*