2026 PSRW Extra Mile Award — "Customer" Definitions

Internal Customer

An **internal customer** is anyone *within state government* who relies on the work, services, products, or information provided by another part of state government. In the context of *Your Washington* and Executive Order 25-06, internal customers include other state agencies, divisions, teams, or individual employees whose ability to serve the public depends on effective service, communication, or support from their colleagues in other departments.

Internal customers can be:

- Other state agencies that depend on data, processes, or systems to deliver services
- Staff who rely on tools, guidance, or support from another team within state government
- Teams that collaborate across departments to implement policies, share feedback, or coordinate services

Internal customer experience matters because how government serves itself directly affects how it serves the public. A positive internal service relationship helps reduce barriers, streamline processes, improve responsiveness, and foster a collaborative environment that supports the *Vision* and *Mission* of Your Washington. Internal service quality, therefore, positively influences the external customer experience by enabling smoother, more coordinated government functions.

Example: An HR division providing timely training resources to the agency's staff is serving an internal customer.

External Customer

An **external customer** is anyone *outside state government* who interacts with government services, programs, or policies. According to *Your Washington*, customers are "anyone who interacts with a state program or service," including residents, businesses, visitors, partner organizations, or advocacy groups — essentially, the people the government *exists to serve*.

External customers include:

- Residents seeking information or services from state agencies
- Businesses applying for licenses, permits, or state contracts

- Community members accessing public benefits
- Visitors or partners interacting with state services

External customer experience is a central focus of *Your Washington* and Executive Order 25-06, and is measured by customers' satisfaction, ease of access, and the effectiveness of service delivery. Improving external customer experience means designing services that are accessible, equitable, responsive, and aligned with real human needs.

Example: A business owner using a streamlined online system to renew a license is an external customer receiving government service.