



customer service week 2011  
REFRESH • RECHARGE • RECONNECT

# Customer Service Week • October 3-7, 2011



# How to Celebrate

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# October 3-7, 2011 is Customer Service Week

This is your step-by-step guide to creating a Customer Service Week event in your organization. Inside you'll find detailed information and insights on Customer Service Week, important reasons to celebrate, who celebrates, how to plan a celebration, and creating a timeline for success.

This guide was designed to be used in conjunction with the Customer Service Week website — [www.CSWeek.com](http://www.CSWeek.com), Customer Service Week Email Bulletins, and official Customer Service Week support materials. Together, these resources will provide everything you need to celebrate this important week.



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“My company has been celebrating Customer Service Week since 1993, and it is a big part of our culture. We use the week to show employee appreciation, promote employee welfare, and take the opportunity to increase awareness of quality and service — All in the spirit of fun.”

Victoria Reed  
Specialized Association Services

# What is Customer Service Week?

Customer Service Week is an international event devoted to recognizing the importance of customer service and to honoring the people who serve and support customers each day.

Celebrated annually during the first full week in October, Customer Service Week has grown into an international event which is celebrated in 54 countries.

Participants include leading financial, healthcare, insurance, manufacturing, retailing, hospitality, communications, not-for-profit and educational organizations, as well as government agencies and others. What unites them is their deep commitment to quality customer care.



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RECHARGE

“I got Customer Service Week started with my company just last year and it's really taken off! The morale shoots way up, everyone gets refreshed on their service skills, and now our other business units want to find out about it for their locations!”

Cathy Angelo  
Ryder Transportation Services

# RECONNECT

## Why

## should my organization celebrate?

Customer Service Week provides a unique opportunity for service and support professionals around the globe to join in a celebration of the important role that customer service plays in every organization.

The five core goals of Customer Service Week are:

- Boost morale, motivation and teamwork.
- Reward frontline reps for the important work they do all year long.
- Raise companywide awareness of the importance of customer service.
- Thank other departments for their support.
- Remind customers of your commitment to customer satisfaction.



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# Who Celebrates Customer Service Week?

Each year thousands of companies across the United States and around the world celebrate Customer Service Week. They represent leading financial, healthcare, insurance, manufacturing, retailing, hospitality, communications, not-for-profit and educational organizations, as well as government agencies and others. What unites them is their profound commitment to quality customer service. Join them in celebrating Customer Service Week.

- 3M
- AAA
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- Chicago Tribune
- ChoicePoint
- Chubb Insurance
- City of Fort Lauderdale
- Coca-Cola Company
- Comcast
- Crystal Farms
- CSC
- Delta Dental Plans
- DHL International
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- EAGLE Window
- Electronic Data Systems
- FedEx
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- GE
- W.W. Grainger
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- Henkel
- Honda
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- Irvine Ranch Water Dist
- John Hancock
- JPMorgan Chase
- Kaiser Permanente
- Knoll
- Liberty Mutual Insurance
- LiveOffice
- Lockheed Martin
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- Mars
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- Valpak
- Veeder Root
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- and many more...

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# RECHARGE

## Creating a timeline for success

While every celebration is different, this nine step timeline will help you stay on-track from the early planning stages until the final thank-you.

### Step 1. Set your goals

The first step in planning a celebration is to decide what you want to accomplish. Do you want to recognize and reward frontline staff? Thank other departments? Increase teamwork? Or maybe all three?

Once you set your goals, you'll have a yardstick against which to measure each celebration idea that is considered.

Over the years, we have developed a set of five goals that, used singly or in combination, form the basis for most Customer Service Week celebrations. These goals are:

- Boost morale, motivation and teamwork.
- Reward frontline reps for the important work they do all year long.
- Raise companywide awareness of the importance of customer service.
- Thank other departments for their support.
- Remind customers of your commitment to customer satisfaction.

But not everyone uses these goals. Several years ago, a customer shared some very practical goals for her celebration:

- Show our reps we appreciate them.
- Provide opportunities for reps to get to know each other better.
- Have fun!

That last goal is an important one no matter what your other objectives are!





“It is a great opportunity to recognize the efforts used to provide great service and to show we value those contributions.”

Vicki Chia  
Iowa Network Services

# Creating a timeline for **success**

## Step 2. Develop your budget

People run wonderful celebrations with budgets of all sizes. But it's important to determine what funds you'll have available early on and then to start stretching those dollars.

Based on the results of a recent Customer Service Week survey, the average number of people participating in a celebration is 57. And the amount spent per rep ranged from \$15 to over \$100.

That's quite a range. In general, larger departments spent more overall but less per person than did smaller departments. What almost all celebrations have in common is that they included festive decorations, food and gifts. Again, some are simple — others lavish.

Also, don't forget to stretch your budget by asking the departments you work closely with, such as sales and marketing, to “sponsor” a luncheon or pick up the tab for a special gift for each rep. You'll find other departments and senior managers are eager to show their appreciation during Customer Service Week. You just have to ask.

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### **Step 3. Set up committees and delegate responsibilities**

In some companies, one person plans and executes the entire event; in others; everyone in the department is involved. Typically, people work with a single coordinator and several teams — each with clearly defined responsibilities.

Teams are generally organized along functional lines such as decorations, food, activities, gifts, and clean up. Or they may be organized based on celebration goals such as “Thanking other departments” and “Rewarding frontline reps.”

You can put together teams in several ways: ask for volunteers, use only senior reps, use reps who are future supervisory candidates, or use teams of reps and supervisors. If you are including other departments in your celebration, consider creating interdepartmental teams as well.

However you organize, look for enthusiastic, creative and committed team members who have good organizational skills and time to work on the project.

### **Step 4. Create a daily agenda**

While Customer Service Week is a week-long celebration, you can choose to celebrate as much, or as little, as is appropriate for your service team and organization.

Some people will celebrate with games, activities and recognition each day. Others will opt for a more subdued event. Whatever suits your needs, you will find lots of examples of activities and weekly agendas at the Customer Service Week website —

[www.CSWeek.com/agendas.php](http://www.CSWeek.com/agendas.php).

## Creating a **timeline** for success

# Creating a timeline for success

## Step 5. Order your supplies

To create a really festive celebration, coordinate all of your materials. Use the official Customer Service Week colors for your decorations. Use color-coordinated paper products for all of your snack breaks and meals. Give gifts with the official [Customer Service Week logo](#). And, of course, those gifts should be in color-coordinated gift bags. You'll find all of the materials for your celebration at the Customer Service Week website — [www.CSWeek.com/products.php](http://www.CSWeek.com/products.php). And you'll find significant discounts for ordering by the earlybird deadline and for large groups.

## Step 6. Confirm, confirm, confirm

At regular intervals, meet with your planning committees to resolve outstanding matters. Also contact all invited guests to confirm the time and date of your events.

## Step 7. Enjoy the celebration

After months of planning, you deserve the chance to kick back, enjoy the celebration and reconnect with coworkers.

## Step 8. Prepare for next year

An important post-event step is the “post-op” meeting with your committee heads. The objective is to review all aspects of the event from initial goals to final execution and to discuss where the event may have fallen short, where it soared, and suggestions for improvement.

## Step 9. Share your success.

In upcoming issues of the Customer Service Week Bulletin and at the Customer Service Week website — [www.CSWeek.com](http://www.CSWeek.com), we will be sharing photos and details of this year's celebrations. While the memories are fresh, please email us photos and details of your celebration.

You can send us a description of each day's activities, just the moments that were most special to your group, or just photos for the online “[scrapbook](#).”

Please send your information to [info@CSWeek.com](mailto:info@CSWeek.com).

# RECHARGE

# Sample Agenda

## ***Friday before Customer Service Week***

Distribute agendas for the coming celebration. Decorate the customer service department and the entire organization with [Posters](#), [Banners](#) and [Balloons](#).

## ***Monday. Start the week with a kick-off breakfast.***

Take a few moments to ask all participants to sign the annual [Customer Service Week Pledge](#). This provides a nice opportunity to discuss the importance of the week, the meaning of the week's theme and logo, and for everyone on your team to recommit themselves to customer service.

## ***Tuesday. Host a stress reduction event.***

Stress is an inevitable part of the customer service experience. Show reps that you understand the issues they face by hosting a stress reduction event. Turn the breakroom into a spa-like oasis, provide in-house chair massages, practice deep-breathing techniques, and provide stress-relief kits for your team. To do this, pack colorful gift bags with our [Time-Out Timer](#), [Worry-Wart Stress Ball](#), and a copy of one of our popular booklets, [10-Step Anti-Stress Campaign](#) or [Yoga at Your Desk](#).

## ***Wednesday. Host a motivational event.***

Reinforce the important role your staff plays in the lives of customers by screening the film [Wednesday's Touch](#). To make the event more special serve popcorn in [movie-style popcorn bags](#) and invite guests with a special [movie-ticket invitation](#). Ask participants to sign and return their tickets. After the training video, draw tickets and award prizes to the winners.

The DVD, popcorn bags and invitations are available at the Customer Service Week website — [www.CSWeek.com/products.php](http://www.CSWeek.com/products.php).

“The whole week was a success, people really enjoyed that their managers took the time to plan a celebration for them.”

Ellen Stockman  
Lexmark Canada Inc

# Sample Agenda



***Thursday.*** Play games.

Team-oriented games and challenges are a great way to boost morale and build team spirit. Games based on popular television programs are always a hit. And, they provide the flexibility you need to develop clues or questions to suit your needs. At the Customer Service Week website — [www.CSWeek.com/agendas.php](http://www.CSWeek.com/agendas.php) — you'll find examples of teams celebrating with an [Amazing Race](#), [Jeopardy!](#), [Cash Cab](#), [Survivor](#), and more.

***Friday.*** Host a wrap-up party.

Provide a catered lunch, pot luck or cake and coffee break to end the week on a high note. This is the time to reflect on the special celebration the team has shared.

Be sure to thank all of the people who gave their time and energy to make the week a success. Make your final prize awards. And then hang your Certificate of Participation.

# REFRESH

# RECHARGE

## What is the Customer Service Week logo for 2011?

This year's official Customer Service Week logo is shown below. Customer Service Week is a time for all service providers to Refresh their spirit, Recharge their energy and passion for service, and Reconnect with valued customers and coworkers.

The logo reinforces this message with the key words: Refresh, Recharge and Reconnect, with a vibrant color scheme and with the atom, the symbol for limitless energy.

The Customer Service Week logo is printed on all of the decorations, gifts, rewards, and stress relievers that you need to celebrate Customer Service Week. To learn more about celebration materials, go to [www.CSWeek.com/products.php](http://www.CSWeek.com/products.php).



# May I use the Customer Service Week logo on materials I create for the week?

The Customer Service Week logo is the symbol that gives the week a distinctive and recognizable image.

As a celebration planner, you are part of the Customer Service Week image-building process. We rely on you to ensure that the logo is not used in any way that diminishes its value, impacts negatively on the program, or violates trademark law.

The logo may be used in the following ways:

- Posted at your company internet or intranet site to announce the week and your participation.
- Printed in your company publications announcing the week and your participation.
- Printed on limited materials used during your celebration. This includes invitations, agendas and announcements.

The shape, color and typeface used in the Customer Service Week logo were carefully selected. It is incorrect to stretch, condense, reshape, change the color or alter the logo in any way.

## **Logo availability**

Logos in two formats are available at the Customer Service Week website at [www.CSWeek.com/logo.php](http://www.CSWeek.com/logo.php). By downloading these logos you are agreeing to the above terms and conditions of use.

If you wish to use the logo for any other purpose or in any other format, please send a request via email to [info@CSWeek.com](mailto:info@CSWeek.com).

# RECONNECT

# Customer Service Week Fax Back Order Form

## 1-973-402-6056

Fun Gifts / Stress Relievers	Price	Quantity	Total Price
<b>Worry-Wart</b> Let him do the worrying for you.	\$14.95 / pkg. of 5		
<b>Twist Pen</b> Twist and turn messages.	\$14.95 / pkg. of 5		
<b>Time-Out Timer</b> Provides a two-minute relaxation break.	\$4.50 / ea.		
<b>Yoga at Your Desk</b> Stress relief guides.	\$42.95 / pkg. of 10		
<b>10-Step Anti-Stress Campaign</b> Stress relief guides.	\$42.95 / pkg. of 10		

The Essentials			
<b>Mylar Balloons</b> Recommended for use with helium.	\$9.95 / pkg. of 5		
<b>Latex Balloons</b> Includes 4 blue, 4 berry, 4 green.	\$3.95 / pkg. of 12		
<b>Poster</b> 22" x 34", shipped in a protective tube.	\$6.95 / ea.		
<b>Banner</b> 2' x 6', plastic, shipped in a protective tube.	\$22.95 / ea.		
<b>Sticky-Note Holder</b> Includes 640 sticky notes.	\$5.50 / ea.		
<b>Flip-Top Mouse Pad</b> Keeps important information in sight.	\$5.50 / ea.		
<b>Monitor Mirror</b> Reminds reps to smile.	\$14.95 / pkg. of 5		
<b>Memo Pads</b> 5" x 8", 50 sheets per pad.	\$18.50 / pkg. of 10		
<b>Click-Action Pens</b> 5 blue, 5 berry.	\$7.50 / pkg. of 10		

Gifts and Rewards			
<b>Tote Bag</b> High-quality, oversized tote.	\$7.00 / ea.		
<b>Travel Mug</b> Fuel up on the way to work.	\$5.50 / ea.		
<b>Sip 'n' Spoon Mug</b> Spoon stores in handle.	\$5.50 / ea.		
<b>Photo Album/Frame</b> Keeps photos in sight.	\$6.00 / ea.		
<b>Flip-Image Coaster</b> Brings the logo to life.	\$14.95 / pkg. of 10		

Appreciation / Motivation			
<b>Lapel Pins</b> Perfect for everyone on your team.	\$21.00 / pkg. of 10		
<b>Presentation Cards</b> Use with lapel pins.	\$9.95 / pkg. of 10		
<b>Making a Difference Through Customer Service</b> Celebrates the importance of customer service.	\$47.95 / pkg. of 10		
<b>Thank-You Cards</b> High-quality cards and envelopes.	\$24.95 / pkg. of 25		
<b>Certificates of Appreciation</b> Personalize with recipients' names.	\$15.00 / pkg. of 10		
<b>Service Award</b> Distinctive full-color award.	\$28.50 / ea.		

Training Videos			
<b>Dealing with the Irate Customer</b> 20-minute video and 44-page study guide.	\$159 / set		
<b>Listening Under Pressure</b> 14 minute video.	\$149 / ea.		
<b>Wednesday's Touch</b> 6 minute video.	\$119 / ea.		
<b>Movie-Time Popcorn Bags</b> You supply the popcorn.	\$6.95 / pkg. of 20		

SHIPPING CHARGES*			Merchandise Total
<b>Amount of Order</b>	<b>U.S.</b>	<b>Canada</b>	Less Discount <small>(See notes box)</small>
\$50 to \$100	\$6.75	\$17.50	Sales Tax <small>(NY and NJ deliveries only)</small>
\$101 to \$200	\$11.75	\$27.50	Shipping Charges
\$201 to \$300	\$16.75	\$37.50	Handling Charge
Over \$301	8% of total	16% of total	\$5.00
*For shipping outside of the contiguous 48 states or express shipping, please call (973) 265-2300.			TOTAL <small>(Payment in U.S. dollars only please.)</small>



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### Payment:

Check enclosed.  Purchase order enclosed.

Charge my credit card:

Visa  MasterCard  American Express  Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Cardholder's phone number \_\_\_\_\_

### Notes:

**Volume Savings.** We offer the following discounts on orders received by September 16, 2011.

Merchandise	Savings
\$500 - \$1,000	5%
\$1,001 - \$2,000	10%
\$2,001 - \$3,000	15%
\$3,001 & over	20%

**Federal Tax ID Number.** Customer Service Group is a division of Alexander Communications Group. Our Federal Tax Identification Number is 13-2695269.

**W-9 Form.** For your convenience, our W-9 Form is online at <http://www.csweek.com/w9formmsg.pdf>

**Guarantee.** If you are not completely satisfied with your materials simply return them before September 16 for an immediate replacement, full credit or refund. Your complete satisfaction is our goal.

## FOUR EASY WAYS TO ORDER

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| <p><b>Mail:</b><br/>Customer Service Group<br/>712 Main Street — Suite 187B<br/>Boonton, NJ 07005</p> | <p><b>Fax:</b><br/>24 hours a day,<br/>seven days a week:<br/><b>(973) 402-6056</b></p> | <p><b>Phone:</b><br/>Monday–Friday, 9 a.m.–5 p.m. (EST):<br/><b>(800) 232-4317</b><br/><b>(973) 265-2300</b></p> | <p><b>Online:</b><br/>24 hours a day,<br/>seven days a week:<br/><b>www.CSWeek.com</b></p> |
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# Customer Service Group

For more than 40 years, the Customer Service Group has helped increase morale and motivation, improve service quality, and boost customer satisfaction with these tools:

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712 Main Street, Suite 187B, Boonton, NJ 07005

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