

## Welcome

Wendi Brick, President & CEO

National Customer Service Week is right around the corner! How will you celebrate?

October 3-7, 2011, you have the opportunity to celebrate your staff, boost morale, and take service to the next level. Plan something fun today!

### **Focus on the Front Line:**

National Customer Service Week was launched in 1988 specifically to focus the attention of all organizations on the vital role that employees, especially front line employees, play in daily and long-term success. In 1992, the United States Congress declared Customer Service Week as a nationally recognized annual event taking place the first week in October.

Here are some easy no-cost ways you can say thank you.

- ◆ Special designated parking spaces
- ◆ Department or program-wide congratulatory emails
- ◆ Recognition in newsletter/on website
- ◆ Standing ovations
- ◆ Potlucks



Make someone's day and CELEBRATE!

*Give copies of "The Science of Service" to your team to Celebrate CS Week 2011 - Order Now!*

***"The Science of Service: Six Essential Elements for Creating a Culture of Service in the Public Sector"***

[www.TheScienceOfService.info](http://www.TheScienceOfService.info)

### **And Remember...**

**AB 1825:** California Mandated Harassment Prevention Training  
**Only 3 months left to comply for 2011**  
Contact us to schedule your sessions

## How People Celebrate (More Ideas for You)

- ◆ Schedule seminars and CS trainings
- ◆ Post customer stories and testimonials
- ◆ Decorate with traditional red and blue service banners thanking the team
- ◆ Give out service-related recognition awards
- ◆ Create fun raffles and CS-themed games
- ◆ Launch new CS improvement programs
- ◆ Provide continuing education materials
- ◆ Provide coffee and donuts (or bagels and fruit)



PS – Don't wait for your whole organization to participate. That would be great, but you can celebrate within your own sphere of influence.

## What can you do on your own?

How about leaving secret "Thank You" notes for the other employees in the organization who really help you out – those that go above and beyond. For example:

*"In honor of National Customer Service Week 2011, I wanted to take a moment to let you know how much your hard work, knowledge, courteousness and quick responses make it so much easier for me to do my job every day. Thank you so much!"*

Please contact us today to see how **CSA Inc** can help your organization optimize your customers' experience.  
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We look forward to hearing from you!