

The CSA Edge



Wendi Brick, President & CEO

National Customer Service Week is right around the corner! How will you celebrate? October 1-5, 2012, 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.

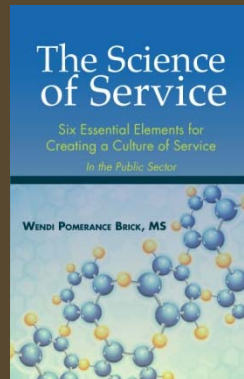
How To Say "Thanks!"

A great no-cost way to celebrate National Customer Service Week 2012 is to let others know how much you appreciate their help and dedication. Here are some sample "Thank you!" note or email sentiments you can share with staff members who consistently help you out.

"In honor of National Customer Service Week 2012, 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!"

"I would like to take the time this week to acknowledge and praise your hard work, expertise and attentiveness every day. It's National Customer Service Week October 1-5 and I want

Special Issue!
Customer Service
Week



NEW!!!

"Like" us on
Facebook and join
your colleagues in
the conversation!



What Can You Do October 1-5?

**Here are some
no-cost ideas!**

Special
designated
parking spaces

Department or
program-wide
congratulatory
emails

Recognition in
newsletter/on

you to know you are very much appreciated. Thank you!"

"This week is National Customer Service Week 2012, and I would like to thank you for your work ethic, courteousness, attention to detail, and your promptness. Thanks so much!"

How Are Others Celebrating?

- Schedule seminars and customer service training
- Post customer stories and testimonials
- Decorate work areas with traditional red and blue service banners thanking the team
- Give out service-related recognition awards
- Create fun raffles and customer service themed games (cross-word puzzles, jeopardy, etc.)
- Launch new customer service programs
- Provide continuing education materials
- Provide healthy snacks and morning beverages
- Take team pictures and post on web sites and social media thanking staff
- Senior staff members working front counters/phones along with front line employees
- Lunch with Senior staff members
- Employee forums to gather continuous improvement feedback
- Employee satisfaction surveys

A special thanks to all of our customers, who make Customer Service Advantage, Inc. successful. We appreciate you!

website

Standing
Ovations

Potlucks

Handwritten
"Thank You"
cards

Senior
management to
visit line staff
and say "Thank
you"

Recirculate
customer service
tips sheets and
brochures

Show your team
how important
they are and
CELEBRATE!

If budgets
allow... Share
copies of
"The Science
of Service"
to celebrate
National
Customer
Service Week
2012!



If you have questions, or would like additional information, please contact us!

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