

# Customer Service Week October 1-5, 2018...

## *How to celebrate – at no cost!*



Customer Service Week is dedicated to celebrating employees' successes and thanking them for their passion and commitment to customer satisfaction. Without dedicated employees, providing great products and services would be impossible! Here are some no-cost ideas to thank your staff, colleagues, and teammates for the vital roles they play every day.

### **1. Standing Ovations**

"Thank you" is simple, yet can be very powerful. It rewards people intrinsically, letting them know how much you appreciate their work in making a positive difference within the team and within the organization. Gather your team during break time and thank them genuinely with this sample message:

***"This week is National Customer Service Week and I would like to take this opportunity to express my appreciation for your hard work, knowledge, expertise, attentiveness, courteousness, and promptness every day. Thank you very much!"***

Expand on the message and make it into your own. Ask your team to give their neighboring attendees a pat on the back or a hand-shake, and finally share a round of applause for the great services they have provided.

### **2. Sharing Successful Customer Stories and Testimonials**

Hearing colleagues' success stories can make people feel proud for being a part of the team. Consider sharing successful customer service stories as a part of the celebration, whether it be a potluck, luncheon presentation, or whatever form of celebration you choose. Success stories and testimonials can be very inspirational.

### **3. The Grand Prize -- Designated Parking Spot!**

Trying to get a better spot in the parking lot can be a challenge in large agencies! Knowing that you can return to the office from a meeting and have a parking spot available is a very nice perk. Consider a one-month privilege to a designated parking spot with close proximity to the office building, perhaps even with a sign acknowledging the person using the space as a customer service star. This can be designated by the team lead or director, or offered as a grand prize to a raffle during the celebration.

**4. Other ideas:** Post customer stories and testimonials ♦ 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 ♦ Have senior staff members work front counters/phones along with front line employees ♦ Lunch with senior staff members ♦ Employee forums to gather continuous improvement feedback ♦ Employee satisfaction surveys

**The Customer Service staff is the backbone of every organization, so it's important to celebrate their successes. Use these tips as guidelines for your celebrations, or come up with something completely new and relevant to your organizational culture. This week, and ideally every week, make your staff feel important – *because they are!!***