This is your step-by-step guide to creating a Customer Service Week event for your organization. Inside you’ll find:
• Detailed information on Customer Service Week
• Important reasons to celebrate
• A timeline for success
• Essential information on the logo, and
• A Request for Funding Letter to get you started.

This guide was designed to be used in conjunction with the Customer Service Week website — CSWeek.com — Customer Service Week Email Bulletins, and official Customer Service Week celebration materials. Together, these resources will provide everything you need to celebrate this important week.
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 all 50 states and over 40 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.

“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
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 organization’s commitment to customer satisfaction.

"I got Customer Service Week started with my company just last year and it’s really taken off! 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
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 deep commitment to quality customer service. Join them in celebrating Customer Service Week.

- AIMIA
- AkzoNobel
- Almutlaq Holding
- Amalgamated Life
- ATT
- Austin Energy
- Auto Club Group
- AXA Equitable Life Insurance
- Axis New England
- Baxter Healthcare
- BlueCross BlueShield of Illinois
- Bluesky American Samoa
- BNY Mellon
- Brady Marketing Company
- Canadian Premier Life Insurance Company
- Capital BlueCross
- CareConnect
- Central California Alliance for Health
- Chase Bank
- Comcast
- ConAgra Foods
- Continental Tire
- CPP
- Dallas Area Rapid Transit
- DDN Storage
- Delta Dental
- DHL
- Diagnostica Stago
- Duke Energy
- FMG Corporation
- GE Energy Financial Services
- General Board Pension and Health Benefits
- General Dynamics Mission Systems
- Georgia Regents University
- Gerresheimer
- Henkel
- Henry Schein, Inc.
- Home Team Pest Defense
- Housing Headquarters
- IASIS Healthcare
- IEEE
- Insurica
- John Hancock
- Johnson & Johnson Vision Care
- Kaiser Permanente
- Knoll
- Kohler
- Liberty Mutual Insurance
- Liquid Container LP
- Lockheed Martin
- Matheson Tri-Gas
- McGraw-Hill Education
- Michael Foods
- Microsemi
- Motorola
- Nashville Electric Service
- National Construction Rentals
- National Park Service
- Neustar
- New Jersey Transit
- Nex-Tech
- Old American Insurance
- Olympus SSA
- Oncor
- One Call Care Management
- Orange and Rockland Utilities
- PCA
- PCS Sales
- PeaceHealth Laboratories
- Pioneer Electronics
- PQ Corporation
- Republic Bank of Trinidad and Tobago
- Rotarex North America
- Saint-Gobain Performance Plastics
- SENCO
- Summit Food Marketing
- Sun-Maid
- Sykes
- Sysco Intermountain
- Thomas & Betts
- Time Warner Cable
- Tropitone Furniture
- Ultimate Software
- Unicom Group St. Lucia
- Unitiv
- University of Pittsburgh
- Vantage Oleochemicals
- Vitamix
- Wells Fargo
- Wine Enthusiast Companies
- And many more …
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 organization’s 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.
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 include 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.

Need inspiration on how to request funding for your Customer Service Week celebration? The sample memo that follows this timeline will help.

“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
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 smaller scale event. Whatever suits your needs, you will find lots of examples of activities and weekly agendas at the Customer Service Week website — CSWeek.com/agendas.php.
How can I celebrate?

Step 5. Order your supplies
To create a festive atmosphere, coordinate all of your materials. Decorate with Customer Service Week Posters, Balloons, Pennants and Banners. 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, present those gifts in coordinating Gift Bags.

You’ll find all of the materials for your celebration at the Customer Service Week website — CSWeek.com/products.php. And you’ll find significant discounts when ordering by the earlybird deadline (July 15) and for large groups.

Step 6. Confirm, confirm, confirm
At regular intervals, meet with your planning committees to review plans and resolve outstanding matters.

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 wrap-up 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 Email Bulletins and at the Customer Service Week website — 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.

Please send your information to info@CSWeek.com.

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Sample Request for Funding

Need inspiration on how to request funding for your Customer Service Week celebration? The memo below may be modified or used as is.

**MEMO**

TO: Sarah  
FROM: Mary  
RE: Request for Funding — Customer Service Week

I’d like to host a Customer Service Week celebration for the service staff in our St. Paul and Davenport locations. Customer Service Week is an international celebration of the importance of customer service and of the people who serve and support customers on a daily basis.

The goal of our celebration will be to boost morale, motivation, and teamwork. I have planned a series of activities to support this goal but need your help in funding the program.

By way of background, Customer Service Week has been celebrated since 1987 and in 1992 the U.S. Congress proclaimed Customer Service Week a nationally recognized event in the United States. It is celebrated annually during the first full week in October.

Each year, thousands of companies around the globe celebrate Customer Service Week. Last year, they represented all 50 states and over 40 countries. Several companies in our field celebrate. (Insert details from the Who Celebrates web page.)

I am very impressed with the benefits these organizations have seen from their celebrations. For example, here are two quotes from the Customer Service Week website. (Additional testimonials may be found on the Testimonials web page.)

> “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

> “I got Customer Service Week started with my company just last year and it’s really taken off! 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

The cost for our first celebration is $(Insert your total request here). And we will have (Number of participants including people from other departments) people celebrating. The cost per person is just $(Enter amount). I can’t think of a more cost-effective way to increase morale and motivation.

I plan to provide teambuilding activities each day, to recognize our top performers for their accomplishments, to thank everyone for their commitment to our customers, and to reinforce the important role that our frontline staff plays in the organization. I will use official Customer Service Week decorations, gifts, stress-relievers, puzzles, and activities from the Customer Service Week website CSWeek.com.

I hope you agree that this is a productive activity for our staff and that you will fund the full $(Restate amount) requested.

I’ll be happy to meet at your convenience to discuss the details and to provide any additional information you need to grant this request.
Enhance each day’s events with print-and-use puzzles and activities. They are online at [CSWeek.com](http://CSWeek.com).

**Friday before Customer Service Week. Get ready.**

Distribute agendas for the coming celebration. Decorate the customer service department and the entire organization with Posters, Pennants, Banners and Balloons. (Please keep in mind that mylar balloons will hold helium for a full week, while latex balloons will hold helium for just 12-18 hours.)

**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 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, Stress Manage-Mints, Bead-Filled Stress Ball, and other fun gifts and stress relievers plus a copy of the popular booklet, Yoga at Your Desk.

**Wednesday. Host a recognition event.**

Customer Service Week is the perfect time to recognize frontline reps and others for the excellent service they provide. Distribute Caught in the Act Cards and ask reps to fill in the blanks whenever they catch a fellow rep providing excellent service. At the end of the week, collect all of the cards and create your own Caught in the Act display. In addition, present everyone on the service team with a Certificate of Appreciation and a thank-you gift.
**Thursday.** Play games.

Team-oriented games and challenges are a great way to boost morale and build team spirit. In the **Puzzles** section of the CSWeek.com website you’ll find dozens of paper and pencil puzzles, many with a customer service theme. You’ll also find lots ready-to-use Activities that you can incorporate into your celebration.

And, because the Summer Olympics are held this year, you’ll even find activities with an Olympics theme, such as the popular **Office Olympics**.

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

Provide a catered lunch, pot luck, or cupcake 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. The Certificate of Participation is included in the premium content for CSWeek.com customers.

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"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

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This year’s Customer Service Week theme is Service Champions™. The theme recognizes that delivering excellent service is only possible with a team of professionals working together. It’s a powerful message for everyone to celebrate during Customer Service Week.

The Service Champions™ logo features a classic sports-team design and includes three important reminders. To be Service Champions, each individual must:

• Lead by example
• Achieve success, and
• Exceed expectations

The logo is reproduced on a wide range of decorations, gifts, rewards, and stress-relievers, which were created exclusively for Customer Service Week 2016.

The theme is also carefully woven through the ready to use Activities, Puzzles, and Printables, which are available online at CSWeek.com.
May I use the Customer Service Week logo on materials I create for the week?

The Customer Service Week logo is a trademark of the Customer Service Group, which regulates its use.

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 only 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.
• Included in emails to announce the week and your participation.
• Incorporated into baked-goods served during your celebration. This includes cakes, cookies, and cupcakes.

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 four formats are available at the Customer Service Week website 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.

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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:

- Monthly training newsletter
- Training guides
- Training videos and DVDs
- On-the-spot recognition kits
- Customer Service Week celebrations
- Spotlight awards
- Free e-newsletter
- Specialized training products for healthcare
- Books and reports