



2017 Customer Service Week Planning Guide
October 2 – 7, 2017
Suggested Theme: Building Trust

Customer Service Week is THE time to celebrate your service providers, the ones who manage customers with finesse, creating strong customer relationships and solving customer problems, day after day after day. Here's what we suggest as a format for acknowledging your team with appreciation and celebrating their talent.

MONDAY:

Appreciate your staff.

Plan a "Great Big Thank You" gathering with your staff on Monday morning. Serve delicious breakfast food and really good coffee. Use your time together to express genuine appreciation to employees, even those who aren't customer-facing, for their part in creating strong and loyal customer relationships.

Pick a theme, we're suggesting "Trust," and talk about how your staff contributes to customer trust and the loyalty that comes from it.

If possible, take a few minutes to thank each employee individually in front of the group so they get to bask in the feeling of pride. Then, if you have time, read testimonials and positive feedback that you've received from customers.

If your staff works remotely, consider sending them a gift card – perhaps to their favorite coffee shop – with a handwritten thank you note. Then host a webinar with the entire team to express your appreciation, if schedules allow.

TUESDAY:

Encourage the team to appreciate each other.

Put up a bulletin board up in the office kitchen area, with colorful notes and pens nearby – or use an existing white board, if you have one – to encourage the team to acknowledge their fellow team members. Ask each staff member to commit to writing three quick notes by the



end of the day – just one or two sentences about how one of their peers inspires customer trust. At the end of the day, host a sundae bar and read the notes on the board. If your staff works remotely, use a LinkedIn or Facebook group, then host a webinar or conference call to go through what's been posted.

WEDNESDAY:

Create camaraderie by sharing stories.

Host a catered company lunch (or webinar if you don't all work in a central location) and take turns sharing stories of outrageous customers and the service strategies your team used to manage their issues. Encourage the team to find the humor (and lessons) that these customers bring. Be sure to lead the conversation so that it stays focused on how the team was able to get even difficult customers to start trusting them. Keep the focus on the team's positive results and be prepared to redirect if things start veering off into negative territory.

If your staff works remotely, you can do this activity in a LinkedIn or Facebook group. If the team doesn't often work together, encourage team members to share their own stories about how they handled challenges that led to increased customer trust.

THURSDAY:

Invite transparent conversation.

Does your team share the good, the bad and the ugly with the leadership team? Do they trust you to act in their best interests? Set up an anonymous survey tool, asking your staff to share three things – what the leadership should stop doing, what they should be doing that they're not, and what they need to do more of - and share the link with the team on Thursday morning. Ask them to complete the survey by mid-afternoon. (Send a reminder about a half hour before that predetermined deadline so no one forgets to participate.)

At the end of the day, host a coffee/tea hour and talk through the feedback that came in. (You can do this on a live webinar, if your team members work remotely.) Address staff concerns you uncover with authentically and curiosity. When possible, lead the team to create solutions for these concerns. If you can't address a specific concern due to budget or other considerations, explain these reasons to the team. People can accept reality more readily when it's shared with them.



FRIDAY:

Gift your team with copies of your favorite Customer Service Book. (We recommend “[Who’s Your Gladys?](#)” Of course!)

Buy each team member a copy of the book “Who’s Your Gladys?” in advance. Ask them to read one of the chapters by Friday. Then host a granola bar, basically a table set up with granola and a variety of items like berries, dried fruit and nuts, with colorful bowls and spoons so everyone can make their own mix. Host a conversation about “Who’s Your Gladys?” and ask people to share their favorite, applicable lessons from the book. If your team works remotely, consider hosting the book study as a webinar in the mid-afternoon.