



Presents

National Customer Service Week 2020

October 5 – 9, 2020

**36th Anniversary
Celebration Guide**

**Ignite a CX
Celebration!**



About this Celebration Guide

National Customer Service Week Begins Monday October 5

This guide provides tools, ideas and resource links to maximize the value of National Customer Service Week (NCSW) in your organization!



In this guide, you'll find:

- ✓ Information on the history of National Customer Service Week
- ✓ The Presidential Proclamation establishing National Customer Service Week
- ✓ Steps for Success to make the week special
- ✓ A calendar with suggested themes for each day of NCSW
- ✓ Event content to notify, implement and celebrate National Customer Service Week in your organization

National Customer Service Week

History and Background Information

Established

Initially established by International Customer Service Association (ICSA, now **PACE**) in 1984.

Championed

Through letters and phone calls, ICSA raised awareness and gained support. By 1992, Former U.S. Senators Robert Dole and Nancy Kassebaum, along with U.S. Representatives Dan Glickman and Pat Roberts, championed this dynamic legislation on Capitol Hill.

Proclaimed

The U.S. Congress proclaimed National Customer Service Week in 1992, and in October, President George H. Bush, via Presidential Proclamation #6485, proclaimed the first full business week of each October National Customer Service Week!

Celebrated!

The main purpose of National Customer Service Week is to recognize the job that customer service professionals do 52 weeks a year and to get the message across a wide range of business, government, and industry that customer service is critically important – to customers, employees and the bottom line - in running a business.





Presidential Proclamation



GEORGE BUSH

XLI President of the United States 1989-1993

Proclamation 6485 - National Customer Service Week, 1992

October 8, 1992

By the President of the United States of America

A Proclamation

In a thriving free enterprise system such as ours, which provides consumers with a wide range of goods and services from which to choose, the most successful businesses are those that display a strong commitment to customer satisfaction. Today foreign competition as well as consumer demands are requiring greater corporate efficiency and productivity. If the United States is to remain a leader in the changing global economy, highest quality customer service must be a personal goal of every employee in business and industry.

A business built on customer service understands and anticipates the customer's needs. It designs goods and services to meet those needs and builds products that perform to customer expectations. It then packages them carefully, labels them correctly, sells them at a fair price, delivers them as scheduled, and follows up, as necessary, to satisfy the customer. This kind of commitment to service leads to customer loyalty and to genuine improvements at the bottom line.

A business will do a better job of providing high quality goods and services by listening to its employees and by empowering them with opportunities to make a difference. Customer service professionals work in the front lines where a firm meets its customers; where supply meets demand. With responsive policies and procedures and with simple courtesy, customer service professionals can go a long way toward ensuring customer satisfaction and eliciting the next round of orders and purchases.

The Congress, by Senate Joint Resolution 166, has designated the week of October 4 through October 10, 1992, as "National Customer Service Week; and requested the President to issue a proclamation in observance of this week.

Now, Therefore, I, George Bush, President of the United States of America, do hereby proclaim the week of October 4 through October 10, 1992, and the first full business week of October from this year forward, as National Customer Service Week. I invite all Americans to observe this week with appropriate programs and activities.

In Witness Whereof, I have hereunto set my hand this eighth day of October, in the year of our Lord nineteen hundred and ninety-two, and of the Independence of the United States of America two hundred and seventeenth.

GEORGE BUSH

National Customer Service Week

Theme, Message and Logos

2020: Powered By PACE | Professional Association of Customer Engagement

Every year a new theme is chosen to celebrate customer facing staff.

This year's theme **Ignite a CX Celebration!** – recognizes that the customer experience in 2020 has been like no other.

The impact of events affecting the world today have forever changed the way in which companies and their employees engage with customers. There is a new spark, an awareness of the importance of cultivating the customer experience at every point of engagement. And so, we believe this spark will continue to grow as we recognize and celebrate the significance of Customer Service today.

Official Logo
Logo information
available under tools.



Important Steps for Success

Make National Customer Service Week Special Within Your Organization



1

Notify

Alert management and staff within your organization.



2

Prepare

Create a calendar for the week and promote the event in advance.



3

Create Fun

Make this event memorable as you celebrate a year's worth of effort.



4

Recognize

Recognizing great customer service is more important than ever this week.



5

Bring Back

Keep the momentum going and plan for the next 51 weeks!



We invite you to participate in [PACE ACX-Virtual](#), a FREE online event packed with educational sessions and opportunities for CX pros to connect and network.



Notify the Organization

Executive and Management Team Participation is Critical



Getting Executive and Management teams behind your National Customer Service Week plans is critically important to the long-term success of your efforts.

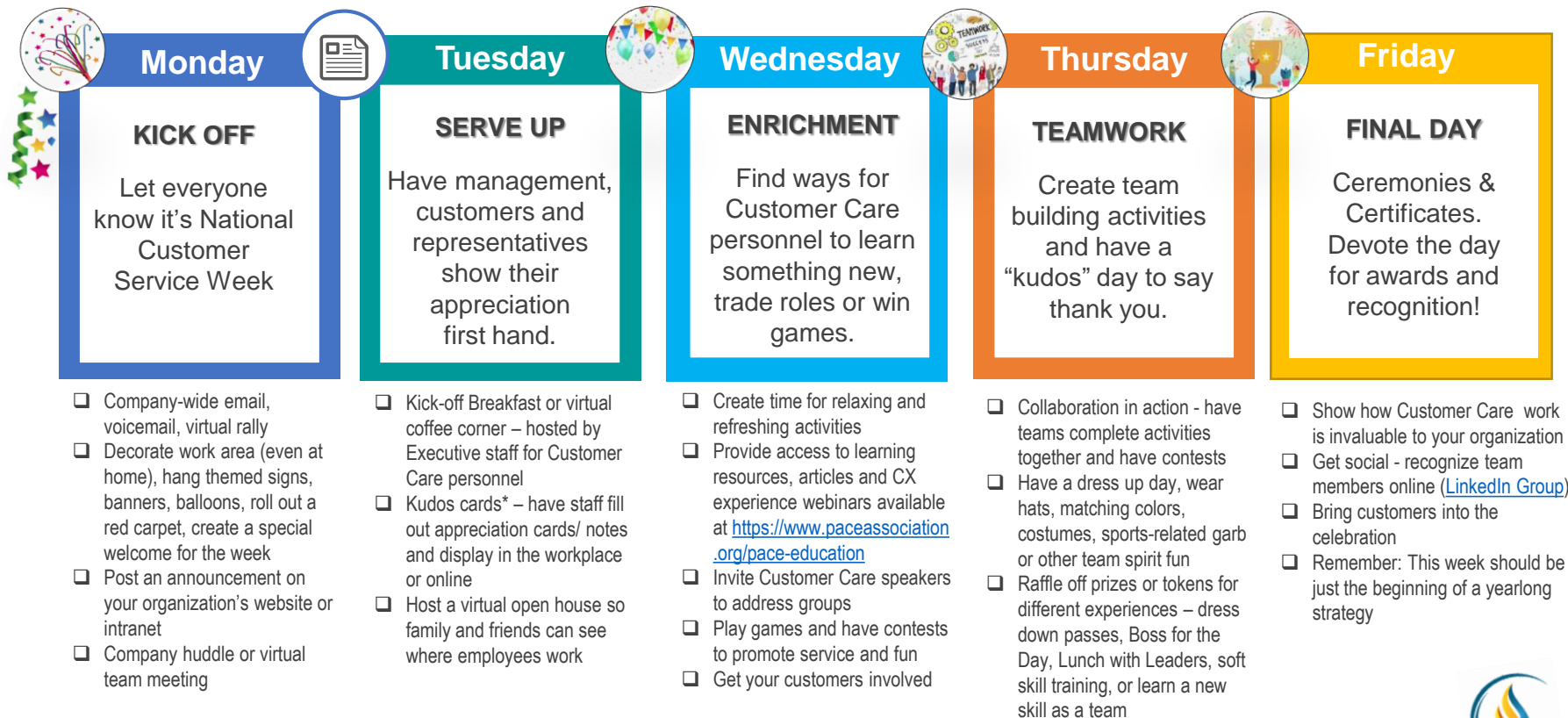
- This week should be just the beginning of a yearlong strategy for providing recognition to your service providers.
- Organizations must work hard to build a strategic approach to ensuring employee satisfaction and engagement.
- Customer-facing personnel play a vital role in developing loyal, satisfied customers. Engaged, satisfied, loyal employees will willingly represent your brand and create positive experiences for your customers.
- Creating positive experiences for employees, creates positive experiences for customers!

Tool: See sample event communication email



Prepare the Week in Advance

Endless Ways to Ignite a CX Celebration!



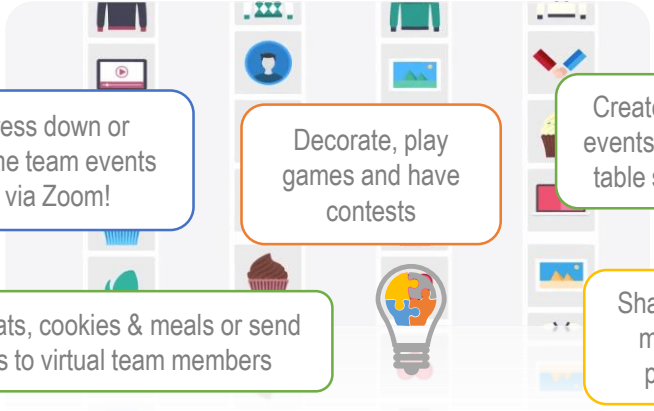
Find Ways to Have Fun

Ensure an Exciting, Enjoyable Week



Going grand or keeping celebrations simple depends on the amount of time, staff and resources you can allocate.

- Decide how to celebrate National Customer Service Week in your own way. Some celebrations are big, some are small, and that's ok.
- Here are some tips and ideas to encourage a fun work environment. The goal is to encourage team members to interact with each other, bond, have fun and maybe even win prizes.



Dress up, dress down or costumed theme team events in office or via Zoom!

Decorate, play games and have contests

Create sports themed events like table tennis, table soccer or hoops

Provide special treats, cookies & meals or send special deliveries to virtual team members

Share music, movies & popcorn



Recognize & Reward

Make Recognition Meaningful by Involving Leadership



While you should single out some of your best customer service professionals, make sure to also recognize ALL customer-facing personnel.

- Make the celebrations company-wide; start in the executive offices and work to involve every department in the organization because everyone supports your customers.
- Here are some tips for recognizing service champions:



Bring it Back

National Customer Service Week is the Kick Off Event to Continue Your Focus on Service All Year Long



All employees impact Customer Experience!

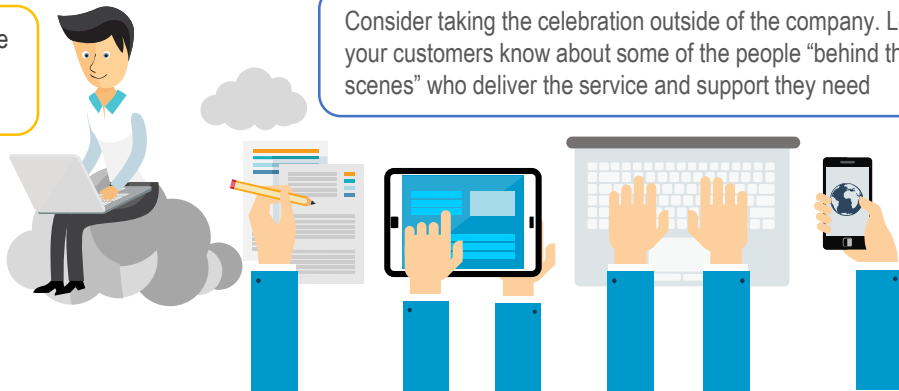
- The customer experiences your company creates go beyond interaction with your customer service personnel – emphasize the importance of everyone working together to **Ignite your CX Experience!**
- Take recognition beyond your walls – go online and use company communication outlets to post success stories about your service superstars.

Make sure everyone in the company knows who is being recognized

Consider taking the celebration outside of the company. Let your customers know about some of the people “behind the scenes” who deliver the service and support they need

Outreach to other departments by sending service tips and techniques each day

This is a great time to support your community and begin outreach efforts



Additional Information

For Professional Development

PACE has established several tools and channels you can use as a part of your National Customer Service Week celebrations, both heading into the week, during the week, and after.

As you prepare for National Customer Service Week be sure to visit the Official NCSW website:

www.nationalcustomerserviceweek.org

There you will find additional information for your organization.



Event Support Email



To: The Leadership Team

The week of October 5 – 9, 2020 is the 36th Anniversary of National Customer Service Week.

I am reaching out today to request your support and involvement in the plans we are creating to celebrate this week at (your organization's name). Creating satisfied and loyal customers requires the efforts of a team of customer experience professionals who handle customer touch points with the highest degree of professionalism and with a constant mindset of creating positive customer experiences. The professionals at (your organization name) are exceptional in this regard and their efforts contribute directly to our bottom-line revenue and profits by creating customers who want to keep doing business with us.

We are planning a full slate of activities for National Customer Service Week. While your approval of the plans is important, even more important is your participation. It sends a clear message that (your organization name) believes in the value of its customer-facing personnel and recognizes the critical importance of the work they do.

Beyond the week of October 5, I'd like to suggest we map out strategies to continuously improve employee experiences. Studies indicates a direct correlation between employee engagement and customer satisfaction. I hope you will agree that achieving the highest levels of customer satisfaction is a priority, and that the path to that goal is through our employees.

I look forward to working with you to make this a truly memorable 36th Anniversary of National Customer Service Week!



Monday, 10/5/2020

Tuesday, 10/6/2020

Wednesday, 10/7/2020

Thursday, 10/8/2020

Friday, 10/9/2020

Monday

Tuesday

Wednesday

Thursday

Friday

Your NCSW Plan:

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Certificate of Achievement

Presented to:

For demonstrating a commitment to exceeding Customer Experience expectations and goals.



National Customer Service Week

powered by
PACE

2020: Ignite a CX Celebration

Leadership Signature



Date



Sample Kudos Cards

A Thank You Goes a Long Way!

***Great
Job!***

**You
Rock!**

Thanks!

Amazing!

Branding Rules

The Logo May be Used in the Following Ways

The shape, colors and typeface used in the Customer Service Week logo were carefully selected. You may not stretch, condense, reshape, change the colors or alter the logo in any way. You may:

- Post to your company internet site, intranet site, or social media sites to announce the week and your participation.
- Print in your company publications to announce the week and your participation.
- Print on limited materials used during your celebration. This includes invitations, agendas and announcements.
- Included in emails to announce the week and your participation.



Get Connected

Use these social media channels to connect with people and organizations around the world celebrating National Customer Service Week.



Take the recognition beyond your walls:
www.nationalcustomerserviceweek.org



Use our LinkedIn group to post stories about your service superstars!
<https://www.linkedin.com/groups/158733>

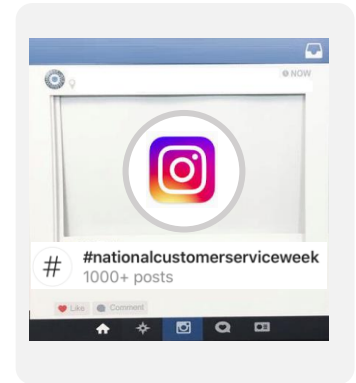


Stay current on Customer Engagement information and events
<https://www.facebook.com/paceassociation>



Follow us on Twitter and Instagram
<https://twitter.com/NTLCSW> | <https://twitter.com/paceassociation>

Tag on Social Media: [#https://twitter.com/NTLCSWnationalcustomerserviceweek](https://twitter.com/NTLCSWnationalcustomerserviceweek)



CustomerServiceWeekly.org

The OFFICIAL Podcast and Publication of National Customer Service Week

Watch or listen and learn as executives from top brands share their stories of how their contact centers celebrate and Ignite CX Celebration all year long. Anytime. Anyplace. Anywhere.

Executive Access and Insights
www.nationalcustomerserviceweek.org

PODCAST

Listen online or via your favorite podcast app



SPECIAL CONTENT

Look for excerpts in our LinkedIn group for commenting



TV

Watch online or on YouTube. Full interviews to watch and share



RECORD AND SHARE

Submit your own commentary for sharing

The ONLY Association Dedicated Exclusively to Customer Engagement

Make a lasting, positive impact on employees and customers by extending the spirit of Customer Service Week beyond October and throughout the year.

PACE offers a full suite of Professional Development programs for front-line service reps as well as Supervisors, Managers and Directors designed to foster continuous growth and development.

PACE membership offers even greater access to education and information to help you and your team stay current with the latest technology, trends and developments in the contact center and customer engagement industry.

For more information, visit the PACE website and click on the Education tab or click here:
<https://www.paceassociation.org/pace-education>



Membership includes variety of resources and benefits to help you maximize your resources and positively impact your bottom line. Find out more here:
<https://www.paceassociation.org/membership-benefits>



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2020: Ignite a CX Celebration

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National Customer Service Week

2020: Ignite a CX Celebration

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At CSG, we're tackling the ever-growing complexity of business in the digital age. We're here to help your business thrive no matter the challenge. For more than 35 years, CSG has been managing billions of critical customer interactions annually, and we do it with a singular focus on our customers' success.

[Learn More](#)