

CS-WEEK CELEBRATION GUIDE

October 7- 11, 2019
is Customer Service Week.
Let's Celebrate!

Customer service week. Read all about it!

#bwserviceculture

#internationalcustomerserviceweek

#thecustomerexperiencematters

Download a FREE copy of this guide at: www.csweek-bw.website

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CS-WEEK ARTICLE.

CUSTOMER SERVICE WEEK - A time to celebrate customer facing/frontline employees

"Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients." - Richard Branson

Your customer service team is one of the most important parts of your organization. Customer service is vitally important in organisations. For businesses, the customer experience has been said to be the next competitive battleground and the new marketing strategy. Superior customer service is also one of the most reliable ways to grow your business.

According to an article titled "Engage your frontline to increase your bottomline" published in Forbes business magazine; Fred Reichheld, creator of the well-known Net Promoter System, says companies "can't earn the loyalty of customers without first generating enthusiastic engagement and loyalty from employees, especially frontline employees." The evidence bears this out.

When the Medallia Institute compared employee engagement and customer loyalty across more than 130 retail outlets, they found that stores with more engaged employees, measured by the likelihood that they would recommend the store as a place to work, had customer loyalty ratings that were 12 percent higher than stores with less engaged employees. Stores with high employee engagement also achieved greater increases in customer loyalty year-over-year, while stores with low employee engagement saw loyalty drop.

Frontline employees who interact directly with your clients such as your receptionists, tellers, cashiers, customer service representatives etc, are often the first, if not the last and only face-to-face interaction a customer has with a company. They are the public face of your company. This essentially makes their role one of the most crucial

and important jobs at the company. The way they treat your clients and respond to requests and client complaints can be the reason a client leaves satisfied or vows never to return to your business.

Frontline employees also interact with your customers the most and as such are the closest to your customers. It is important that frontline employees are engaged and feel valued and appreciated in the workplace. Quite often they are the least paid and in some organisations they are the least well treated or valued internally by colleagues in higher rankings, yet they are expected to cheerfully welcome each client that walks into the business premises. Being an efficient and well performing frontline employee requires daily dedication and commitment to the job as well as a high level of emotional intelligence and consistency.

With the rise of social media, where individuals are free to voice out their dissatisfaction on public forums that reach thousands at a click of a button. Creating positive customer experiences has never been as crucial as this time. The word of mouth has a power to build or brake a brand.

A simple thank you and appreciation to frontline can help to boost employee moral and increase employee engagement. Customer Service Week gives organisations a week long opportunity to re-enforce commitment to service and helps to improve the overall workplace atmosphere.

Join the international community by doing something special for your frontline employees during this year's customer service week, which is celebrated internationally on the first full week of October. Shower your frontline employees with appreciation, encouragement and raise company wide awareness of the critical role customer service plays in serving the external customers.

Phatsimo Tafa
Certified Customer Service Trainer, NPS Surveys



- *“Customer experience is a catalyst of transformation. It directly impacts culture, strategy, structure and all parts of a business.”* – Christine Crandell





WHAT IS CUSTOMER SERVICE WEEK ALL ABOUT?

Customer Service Week is a week long opportunity to raise awareness of customer service and the vital role it plays in successful business practice and the growth of the economy.

Customer Service Week is celebrated annually during the first full week in October. It promotes the important role that customer service plays in every organization's success and provides a formal opportunity to thank those working on the front-lines to serve and support customers.

How did customer service week begin? Customer

Service Week was established in 1984 in the U.S. Since then, upon seeing the benefits that customer service week has to those organisations that celebrate it, over the years the week has increasingly been celebrated by thousands of organisations worldwide. Customer service week is celebrated in more than 60 countries worldwide.

According to John Kressaty who served as President of the International Customer Service Association, Customer Service Week activities have far-reaching effects in October and throughout the year ●



WHO CELEBRATES CUSTOMER SERVICE WEEK?

Each year, thousands of companies around the world celebrate Customer Service Week during the first full week of October. They represent leading financial, healthcare, insurance, manufacturing, retailing, hospitality, communications, not-for-profit, and educational organizations, as well as government agencies, and others.

This week-long celebration has over the years spread into a number of countries that have witnessed the success it has had for American businesses. Organisations in Asia, Africa, the Middle East, and

the U.K. have all implemented their own Customer Service Week events during customer service week to improve the relationship between consumers and businesses.

Within the SADC region, organizations in the kingdom of eSwatini have been increasingly celebrating customer service week in October. News outlets have also featured some South African, Nigerian, Rwanda, Zimbabwe based organisations and many more that celebrate customer service week in October with the International community ●

WHEN IS CUSTOMER SERVICE WEEK?

Customer Service Week is celebrated annually during the first FULL week (Monday to Friday) in October. Below are the dates for the next five years:



Year	Dates
2019	October 7 - 11
2020	October 5 - 9
2021	October 4 - 8
2022	October 3 - 7
2023	October 2 - 6

WHY IS CUSTOMER SERVICE WEEK IMPORTANT & WHY CELEBRATE?

For some organizations, customer service week is their favourite week of the year.

- **Demonstrate gratitude**

Although appreciating employees all year long is important, Customer service week is a week long opportunity to highlight the important role of the customer facing employees who sometimes have to deal with angry customers, maintain customer relationships, and directly interact with your customers on a daily basis. A simple “thank you” from senior management can go a long way in boosting employee moral. *“Kind words do not cost much. Yet they accomplish much.”* - Blaise Pascal, Mathematician, physicist.

- **Raise companywide awareness of the importance of customer service**

Celebrating customer service week gives your organisation a week long opportunity to emphasise the importance of customer service for the organisation. Customer service is mostly associated with frontline employees who directly interact with customers. However, this is a time to emphasise the importance of internal customer service as the back office support team also play a role in the ultimate service delivery. Customer service is a value that should be embraced by every department. If they are not serving the external customer, they are serving the internal customer (colleagues) and as such should support them with a dedicated effort.

Spend the week educating frontline and back office on the important role customer service plays in your organisation. *“Excellent customer service is the number one job in any company! It is the personality of the company and the reason customers come back. Without customers there is no company!”* - Connie Elder

- **Increase motivation & team building**

Unless you have worked in a frontline role of handling customer queries, complaints, irate customers and so forth, it may be easily neglected to appreciate the various scenarios that frontline employees face on a daily basis when interacting with customers. Celebrating customer service week gives opportunity to let them know you value the role they play. This is a great time for management to also engage in in-house team building activities and let frontline employees know that they are a critical part of the organisations business operations *“Take care of your employees and they will take care of your business..”* - Richard Brandson

- **A good time to recognise and thank your customers**

The reason we are in business is to serve others. Without customers there is no business and definitely no need for a customer service week. Customer service is an essential part of any business. Customer service week is also a great time to reach out to some of your long term customers and surprise them with “thank you” messages or gifts.

Do you have loyal customers who have been using your services for years and even decades?

What better time to pick out some of those clients and wow them with an unexpected personalised surprise or appreciation to let them know you value them as a client and are committed to serve them better.

Customer service week is also a good time to call in some of your best customers and get first hand feedback from them on what they suggest you can do to improve on the products and services you provide them with. *“Ask your customers to be part of the solution, and don't view them as part of the problem.”* - Allan Weiss, Author “Million Dollar Consulting ●



HOW CAN MY ORGANIZATION CELEBRATE CUSTOMER SERVICE WEEK?

Each organisation celebrates customer service week as much or as little as they choose to. While every celebration differs, we would like to share some few ideas of activities that you may try out. We encourage employees to also be creative to make the week fun and engaging.

When deciding on activities, it is important to keep the following goals in mind which are in alignment with the purpose of customer service week which is to;

- Increase motivation
- Celebrate teamwork
- Demonstrate gratitude
- Raise companywide awareness of the importance of customer service.
- Emphasize the importance of good customer service
- Remind customers of your organisations commitment to customer satisfaction
- Some of the activities may require funding so plan well ahead to request funds ●



HERE IS A SUGGESTED 5 DAY SCHEDULE:

Some of the activities may require funding so plan well ahead to request funds.

MONDAY - 07 October 2019

Kick start Breakfast or Brunch - Decide to start off the week with a breakfast in the office. This may be as simple as ordering in phaphata bread or fat cakes from a local supplier and serve them with tea or juice.

Or order in some finger foods. To make it fun and engaging. Get your senior managers and executives to serve the frontline employees tea for breakfast.

You could order in muffins, smoothies or whatever is within your organisations budget. It can be as simple as a sweet with a hand written note from the boss!

Get your CEO to give a keynote speech on acknowledging the important role that frontline employees play in the overall success of the business and also emphasis the organisations commitment to service.

Customer Service Week Convention - Send your customer service representative(s), champion or Human resource manager to Kick start customer service week at this years half day convention
themed: **"We are all customers. Serve with Empathy."**

Venue: Cresta Lodge Gaborone

Date: Monday 7th October 2019

Time: 08:00am - 12:30pm

Attendance Fee: P 650.00 per delegate

Each delegate will also receive the Complete, Printed Planning for Customer Service Week Guide

To Register visit: www.csweek-bw.website

Email: lillian@csweek-bw.website



5 DAY SCHEDULE

TUESDAY - 08 October 2019

Dress Theme Day

Decide on a theme and dress accordingly.

In addition, you could order in a cake and drinks to serve with some clients who are waiting in queue or seated at any chosen point during the day.

WEDNESDAY - 09 October 2019

Team building activities

Look up some cost free team building games that your employees may engage in this day. These could be games that may be played within the workplace. You could order some ice pop or light snack to the session. (more ideas of in-house team building games will be available in the full guide)

THURSDAY - 10 October 2019

Town Hall / Staff Meeting

Invite frontline employees for a meeting with senior executives/CEO to discuss matters that affect them that could improve customer service if addressed. The emphasis should be on the employees. Listen to them and empower them to take care of the customer. Make sure to act on issues raised during these discussions in order to build their trust and make them feel heard. Remind them of the organisations standards and values with regards to customer service.

FRIDAY - 08 October 2019

Awards

For those frontline who have exceeded expectation or done exceptionally well during the year or went an extra mile in addressing or responding to a clients issue. This could be a time for management to award them for a job well done.

Share the Pictures of how you decided celebrate customer service week 2019 with us for publishing at: celebrations@csweek-bw.website



CS-WEEK CELEBRATION IDEAS

Below we have put together a few celebration ideas from local suppliers you may consider when deciding to celebrate customer service week at your workplace:

CS-WEEK TIP 1

Smoothies

Smooth up your frontline employees with a smoothie from naturomedic. Shhhh.... This is rumoured to be the best smoothie in town.

For orders contact: (+267) 77 896 378

Fun Idea: Have the CEO and/or Top executives of your organization show up in the morning wearing chef/bakery outfits and move about serving employees smoothies.



CS-WEEK TIP 2

Order in food

Surprise your frontline employees by ordering in some food for your staff and have it delivered just before lunch.

“**Endorsed by Nature**” is a local catering company that offers low cost meals as well as platters.

For orders contact: (+267) 75 381 979

Fun Idea: Make it a surprise and wow your teams with a plate of lunch or platters when they least expect it.



CS-WEEK TIP 3

Sweet treats.

Order chocolate packs from MK FOODS

Chocolate Pack - P25 per pack

Morula ice cream - P15

Yoghurt - P15

For orders contact: (+267) 71 778 790

Fun Idea: Hand written Appreciation notes from senior Executives

Buy chocolate for your teams along with a card or handwritten note of appreciation and put it by their desks so your employees arrive to the surprise the morning. Show your internal customers that you care about them.



CS-WEEK TIP 4



Celebrate with a healthy treat and promote wellness in the workplace

Contact Refresh Health Foods on : 72 868 960 / 75 346 665 / 71 681 818

Address: Plot 792, Extension 2 near Main Mall Gaborone



CS-WEEK TIP 5

Pamper your frontline employees

Uzuri Health spar offers various massage options, facial, nail care and other packages.

For bookings contact: 7480 7454



PRICE LIST

MASSAGE	(60m)	(30m)
Swedish	P350	P200
Aromatherapy	P370	P230
Pre Natal	P380	P210
Hot Stone	P400	P280
Deep Tissue	P450	P300
Back Revival	(45m) P260	
Reflexology	(45m) P200	
FACIAL		
Acne		P325
Correcting		P350
Detox		P370
Hydrating		P370
Gentle		P395
Balancing		P395
Antioxidants		P395
Anti Ageing		P400
Signature Facial		P455
Make up application		P200
Eyelashes		P180

DEPLITION/WAXING

Facial	P50
Brow Restoration	P60
Under Arm	P70
Half Arm	P130
Full Bikini Line	P150
Hollywood	P230
Half Leg	P180
Full Leg	P250
Chest	P270
Back	P300

NAIL CARE

File & Paint	P80
Classic Mani	P150
Gel Overlay	P180
Deluxe Mani	P180
Gel Mani	P230
Gel Tip	P250

FOOT TREATMENTS

Gel Overlay	P160
Classic Pedi	P200
Deluxe Pedi	P230
Gel Pedi	P270
Gel Tip	P400

PACKAGES

BRIDAL(4H30M)	P1400
Gentle facial, Back sugar scrub & wrap, Aromatherapy body massage, Deluxe mani & pedi	
Full Day(6H15M)	P1600
Gentle facial, Back sugar scrub & wrap, Aromatherapy body massage, Deluxe mani & pedi, Full body scrub, Reflex & optional wax	
Half Day(3H)	P900
Gentle facial, Aromatherapy body massage & Classic pedi	
Package B	P880
Gentle facial, Aromatherapy body massage & reflex	
Package C	P680
Gentle facial, Classic pedi & mani	

Contacts Us

Email: uzurihealthspa@gmail.com
Facebook: uzurihealthspa
Cell: +267 7480 7454

MAKE UP



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CSWEEK TIP 6

Ice Pops

Stay cool on customer service week, have a jolly cool ice pop.

Where to buy: Fours wholesale Countrywide, Royal wholesale Francistown, Thuso wholesale - Serowe
For more locations, search @jollycoolicepops on Facebook or call: **(+267) 75 974 302**

Fun Idea: Bring out the happy inner child in your front-line staff during customer service week by serving them the best locally made frozen treat - Jolly Cool Ice pop.



CSWEEK TIP 7

Customized Cakes

Some of the country's most delicious and affordable custom made cakes are made by Cakes dFinos Bakes.

To order contact: (+267) 71 711 435

Fun Idea: Order a fully customizable cake (One with Names of the team) from Cakes dFinos Bakes and serve it to your customer facing / frontline employees on CSweek 2019.



CS-WEEK TIP 8

Branded corporate cake

Order in a branded corporate cake from Carols cake. Share a light moment with some of your clients during customer service week. Let your customers know you are committed to service delivery.

Carols cake - (+267) 75665979



CS-WEEK TIP 9

Team building facilitation

Contact BigTalk Communications for a team-building session for your frontline employees.

For bookings contact: 73 111 545 / 72 111 545



CS-WEEK TIP 10

Personal Development

Contact Dazzle Promotions to empower your frontline with one of the coaching sessions offered by Dolly Tau who is a personal Development coach.

For bookings contact:

Tel: (+267) 72 786 171

Email: dazzlepromotionsbw@gmail.com

Web: www.dazzlepromotions.com



CS-WEEK TIP 11

Customer Service Week Convention

Kick start the customer service week by attending a convention on Monday 7th October 2019 which is aimed at creating awareness of customer service week as well as emphasising the importance of customer service. The theme of the convention is **“We are all customers. Serve with Empathy”**

This event is recommended for service employees in all sectors of the economy as customer service is relevant in all sectors whether business or non profit.

Motivate your employees and emphasise the importance of being customer centric. Discussion topics include: Serving with Empathy, Personal Development, Importance of Customer Service Week and Importance of Internal customer Service.

Attendance fee: P650 per Delegate
Please note that seats are limited.

For bookings contact Lillian on (+267) 71637477, (+267) 73602886

Email: lillian@csweek-bw.website

Website: www.csweek-bw.website



LOW BUDGET CELEBRATIONS IDEAS

Celebrating customer service week does not always have to involve spending a high amount of money. Below are low cost celebration ideas. Any organisation can celebrate customer service week without having to spend much. Celebrating customer service week is worth it looking at the positive impressions it creates.

1. CSWEEK TIP - CEO as service ambassador

During customer service week, the CEO may take this time to visit the company branches and speak to customers directly. Interact with them on the ground and have conversations that shed light on what they are happy about and what could be improved. They should also take the time to interact with customer service representatives and those working in the front-line to find out how they find their day to day activities.

2. CSWEEK TIP - Video message from your CEO or division head

Encourage employees with a video message of the importance of service to your organization. Find the means to share the speech using in-house communication such as e-mail.

3. CSWEEK TIP - Call some of your best customers

Use this time of the week to call some of your best customers just to say thank you for your business. Call them in to interview them on how they suggest you can better improve your services. Offer them some muffin and drink or snack.

4. CSWEEK TIP - Call a Town Hall / Staff meeting

Senior management may use this time to call a Staff meeting for all customer facing employees to ask them about their joys, grievances and challenges they may have as frontline employees. Have a secretary available to capture minutes and ensure that the issues raised are addressed. It is critical that updates on what was discussed are made available

and employees see responses that evidence that they have been heard.

5. CSWEEK TIP - Dress theme day

Have a casual day where you decide on a theme dress ie, Caribbean, super hero, traditional and come dressed like that during the week. Be creative and have fun

6. CSWEEK TIP - Hand written Appreciation notes from senior Executives

Card or handwritten notes of appreciation. Show your internal customers that you care about them.

7. CSWEEK TIP - Appreciation notes to co workers

Write hand written appreciation notes to each other in the office. Let each person have the opportunity to express their appreciation to a colleague they work with

8. CSWEEK TIP - Plan an outreach program

Look around at needs in your community. Plan to do something for the community during customer service week. This could include activities like donations.

9. CSWEEK TIP - Decorate the service centre

With Balloons. Hang light decor and banners in advance to generate excitement for the upcoming celebration.

10. CSWEEK TIP - Pop the balloon

Write the name of any gift, can be a sweet, branded merchandise or whatever you can afford and put the folded paper in an inflated balloon, then randomly select a customer (ie. every fifth or tenth customer), and ask them to pop the balloon with a pin and award them the written prize●



CUSTOMER APPRECIATION CELEBRATION IDEAS

Some companies go the extra mile during customer service week. They not only celebrate their frontline but also take time to appreciate the customers they serve.

1. Surprise Gifts to customers

Look up some of the customers who have been using your services and supporting your business for the longest time. If you have their contacts call them up and get their addresses to deliver to them thank you gifts. Drop off a fruit basket or some chocolate or voucher with a handwritten thank you note. If you keep a database of clients birthdays, randomly select a number of clients who celebrate their birthdays during the customer service week and call them in to receive a birthday gift.

2. Give away mini chocolates or goodies

Buy bulk chocolates, lollipop, sweets or whatever treat you can afford and select

a day during the week where you have each customer service representative handover the treat to every client they serve. Encourage representatives to smile and serve customers with enthusiasm and a helpful attitude.

In conclusion, the planning team may be creative in how they wish to celebrate the week and their front-line employees. They may do so according to what the organisations budget may cater for. Some of the suggested ideas require that you request for a budget well ahead of time for approval. Use the above suggested ideas as well as other creative ideas to make a weeks plan of what activities to engage in on each day of Customer Service Week.

Register to attend the Customer Service Week Convention on Monday, 7 October 2019 at

Cresta Lodge. For registration and info visit: www.csweek-bw.website

RESEARCH FINDINGS: CONSIDER THE FOLLOWING

According to a survey study fielded from December 2018-January 2019 by businesssolver on the state of workplace empathy; - 9 in 10 employees, HR professionals, and CEOs believe that its important for an organization to demonstrate empathy. This has remained virtually unchanged since 2017.

- **82% of employees** would consider leaving their organization for a more empathetic one, a figure that rises to 87 percent for Millennials.
- **78% of employees** would choose an empathetic employer over a less empathetic organization with a higher salary.
- **93% of employees** are more likely to stay with an employer who empathised with their needs.
- **78% of employees** would work longer hours for an empathetic employer.
- **60% of employees** would take slightly less pay for an empathetic employer.

5 Eye opening statistics for employers and leaders

- **When surveyed, 76% of employees** who don't feel valued at work are seeking other job opportunities. (Source: Lifeworks)
- **30% of employees** would consider quitting if they were unhappy at work, and **79% of employees** said their bosses didn't care about their happiness level. (Source: One4All)
- **92% of employees** said that would be more likely to stay with their job, if their bosses would show more empathy. (Source: Business solver)
- In a survey of **2000 employees, almost half (43%)** said they are looking for a new job, and corporate culture was the main reason. (Source: hayes.com)
- **85% of customer** churn due to poor service was preventable (Source: Kolsky)

In essence, creating a positive service culture within the workplace is essential for productivity, employee retention and customer service delivery. Employees who feel valued and appreciated tend to be more willing to give more and go the extra mile as opposed to doing "just enough" (bare minimum) to keep the job.

Taking a dedicated effort as a leader to positively impact internal customer service relations may seem like an interruption from your "core job" yet it is critical to the organisations overall success.

Internal communications play a key role in developing a customer centric corporate culture. To deliver great customer service to the external customer, it is important to work on improving the internal customer relations as it affects the service delivery given by frontline employees.

Initiating and taking part in customer service week activities is one way to enhance a positive workplace atmosphere and to let your customer service representatives know you value their contribution and role they play in serving your external customers.

"The internal customer experience determines the external customer experience." ~ Shep Hyken

Compiled by: Nef-Aid Solutions
Web: www.nef-aid.com

HIGHLIGHTS OF CS WEEK CELEBRATIONS AROUND THE WORLD

The New Times KIWANDA'S LEADING DAILY

News Options Sports Lifestyle Events TimesTV Jobs & Tenders Weekend Search...

FEATURED: BPR vows to service excellence during the customer service week

ONLINE CONTENT

CUSTOMER SERVICE WEEK: Old Mutual vows to keep commitments, accept responsibility

It seeks to recognise the importance of trust in forming strong, productive and lasting relationships with customers and colleagues.

The commemoration of the Customer Service Week will run until Friday.

Old Mutual has once again actively participated in the global celebration of the

CUSTOMER SERVICE WEEK: One of Old Mutual's customer service centres at the Mthatha mall.

Customer Service Week highlights the importance of Customer Service for African businesses

African success research and analyst information technology company, Forrester has found that 39% of customers tell their friends and families about bad customer experience. This means that for every customer that has a bad experience with a company, the resulting business erosion that accompanies it can increase exponentially (1).

POWER LUNCH WEST AFRICA

CUSTOMER SERVICE IN NIGERIA

Customer Service Week - celebrates service excellence

48 views

CNBCAfrica Published on Oct 5, 2018

This week customer-oriented organisations around the world are celebrating the importance of customer service excellence as they mark this year's customer service week. Sola Salako Ajulo, President of the Consumer Advocacy Foundation of Nigeria joins CNBC Africa for this discussion.

The Nerve

CUSTOMER SERVICE WEEK HIGHLIGHTS THE IMPORTANCE OF CUSTOMER SERVICE FOR AFRICAN BUSINESSES

MTN Essential October 5, 2017

What is Customer Service Week?
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.

To celebrate, walk in customers at our service centers won prizes from #D77#Phone #airtime and data bundles. #CustomerServiceWeek #CSW2017 #5442/5474

CNBCAfrica
Published on Oct 5, 2018

This week customer-oriented organisations around the world are celebrating the importance of customer service excellence as they mark this year's customer service week. Sola Salako Ajulo, President of the Consumer Advocacy Foundation of Nigeria joins CNBC Africa for this discussion.

ABC Bank celebrates Customer Service Week 9th October 2017

9th October 2017: ABC Bank joined the world in marking this year's Customer Service Week by celebrating its relationship with customers in all its branches. The Bank engaged customers and staff in a variety of activities.

GT GEORGIA TODAY Public Business/Economy Social/Security Sports

British Council Celebrates Customer Service Week

Customer Service Week is a week of opportunity to raise awareness of customer service and the crucial role it plays in successful business performance and growth of the economy. It is observed annually in the first week of October worldwide. Georgia Today met with Zena Purtseladze, Director of the British Council in Georgia, and Salome Shamburidze, Customer Service Coordinator of British Council and advisor of Global Customer Service of 2015, to find out what Customer Service Week deals with and how it is celebrated in Georgia.

Q: Salome, what is Customer Service Week?

A: Customer Service Week is a very important event celebrated differently in every country. In the UK it is called the National Customer Service Week. During one week in October, all the organisations celebrate it. The main idea is to highlight customer service in almost all facets that develop and grow business. During the week, organisations get the opportunity to emphasize the value of their customer service team, specifically employees who work at the frontline and directly face customers. Secondly, they get to thank customers for being loyal and for trusting in the organisations. For the organisations it is a unique opportunity to demonstrate that they value and care about their customers.

DHL Source: Deutsche Post DHL, 13 years ago

Customer Service Week highlights the importance of Customer Service for African businesses

Forrester has found that 39% of customers tell their friends and families about bad customer experience

Egalement disponible en Français, Também disponível em Português

CAPE TOWN, South Africa, October 3, 2016/APOF - A recent survey by research and analysis information technology company, Forrester has found that 39% of customers tell their friends and families about bad customer experience. This means that for every customer that has a bad experience with a company, the resulting business erosion that accompanies it can increase exponentially (1).

Share the Pictures of how you decided celebrate customer service week 2019 with us for publishing at: celebrations@csweek-bw.website

Like our Facebook page @CustomerServiceWeekBW where these celebrations will be posted.