

# icmi<sup>TM</sup> TOOLKIT

## Bring Customer Service Week to Life

October 4 - 8, 2021



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**icmi<sup>TM</sup>** CONTACT CENTER  
**EXPO**  
A DIGITAL EXPERIENCE

October 6 - 7, 2021

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## Introduction

Customer Service Week is an international celebration of the customer service community. This year, Customer Service Week takes place October 4 - 8, 2021. This toolkit offers ideas and tips on how to celebrate your team, develop a customer service vision, implement training on a budget, how to win prizes from ICMI, and how to boost professional development with ICMI's Contact Center Expo: A Digital Experience that coincides with Customer Service Week.

ICMI's Contact Center Expo: A Digital Experience is a two-day digital event taking place on October 6 - 7, 2021, offering inspiring keynotes, 30+ actionable sessions, interactive video discussion groups, happy hours, solution spotlights, and much more! This event is the perfect way to incorporate professional development with your team.

Registration is complimentary with promo code **CSWTOOLKIT** until October 7, 2021.  
[Learn More.](#)



# **| 19 Best Customer Service Week | Ideas and Tips**



# 19 Best Customer Service Week Ideas and Tips



**Customer Service Week is a big, loud, fun-filled celebration. And this year it's going to be bigger and better than ever. Whether your team is in the office (and practicing social distancing) or working remotely, many of these Customer Service Week ideas and tips can be incorporated into your event.**

1. Build excitement. One to two weeks before your celebration, email **Save the Date Cards** to all guests.
2. Decorate. Fill the service center with **Posters, Banners, Pennants, and Balloons**.
3. Start with a kick-off breakfast. Share your plans for the week, invite top management to speak, and sign the **Customer Service Week Pledge**.
4. Give each person signing the pledge a **Logo Pin** or **Awareness Band** as a reminder of their commitment to customer service.
5. Recognize and reward the service team for their hard work and dedication. **Gifts with the Customer Service Week logo** provide a year-round reminder of your appreciation.
6. Motivate with a personal address from your CEO, president, or division head on the importance of service. Share the speech with in-house and remote staff via video conferencing.
7. Share a festive meal or snacks. Consider a catered lunch, breakfast bar, ice-cream sundae break, or cupcake and coffee get-together. Use our **Cupcake Toppers** to make ordinary cupcakes special.
8. Make a special delivery. If your team can't gather for a break, have team-leaders, supervisors, and managers personally deliver a snack, token of appreciation, and words of thanks.
9. Recognize the individuals and groups that support your department. Present them with **Certificates of Appreciation** and include them in your festivities.
10. Thank your customers and remind them of your commitment to customer service with personally signed **Thank-You Cards**. Make your cards more meaningful by enclosing a copy of your mission statement or a photograph of your service team.

[These tips were compiled by CSWeek.com. Since 1991, the Customer Service Group has sponsored Customer Service Week and the CSWeek.com website. The group also provides essential tools to train, motivate, recognize, and reward frontline service professionals across all industries.]



# 19 Best Customer Service Week Ideas and Tips

11. Include remote staff by sending **Celebration Kits**, which include themed gifts, stress relievers, sweet treats, and more.
12. Solve at-your-desk puzzles throughout the week. In the **Puzzles section**, you'll find word puzzles, math puzzles, and logic puzzles. All of the puzzles are suitable for in-house and remote teams. Award prizes to everyone who tries a puzzle. At the end of the week host a grand prize drawing from among the participants.
13. Host team-building, skill-building, and recognition activities. In the **Activities section**, you'll find dozens of ready to use activities, which include step-by-step instructions and handouts. There are even activities especially for remote teams.
14. Create your own activities based on popular TV shows such as **Amazing Race, Jeopardy!, Cash Cab, Fear Factor**, and **Survivor**.
15. Host theme days with coordinated activities, food, and costumes. Some of the most popular themes are Stress Relief Day, Company Colors Day, Pajama Day, 60s Day, and Sports Team Day. See the creative theme days at **Estep Enterprises**.
16. Document the celebration. From simple photo backdrops to photo booths and selfie frames, everyone loves to snap a reminder of the celebration. Share your photos internally on your communication platform or via your organization's social media channels. **Here's how**.
17. Incorporate a charitable element into your celebration. Try a **penny war, chili cook-off, CanStruction event, clothing drive**, or **table tennis** competition. Supporting first responders or a struggling downtown restaurant will make the week even more meaningful.
18. Have fun. Reflect on successes, celebrate accomplishments, and re-energize so that your team can deliver the best possible service for the next 51 weeks.
19. Finish with a closing ceremony. Thank all of the people who gave their time and energy to make the week a success. Make your final prize awards. Then hang your **Certificate of Participation**.



**| ICMI Customer Service Week  
| Raffles, Giveaways, and Prizes**

# ICMI Customer Service Week Raffles, Giveaways, and Prizes

## Team Photo Shoutouts

Submit your team/team members to our photo shoutouts program. The photos will be shared during ICMI's Contact Center Expo: A Digital Experience. For every photo submission, you will be entered to win a \$500 Visa gift card to celebrate your team. Celebrate your team and share it with the contact center community. Submit photos to: [allison.clark@informa.com](mailto:allison.clark@informa.com) by September 17, 2021. Include the name(s), company, and why you are proud of your team/team members.

## Schedule Time During Customer Service Week to Attend the Digital Experience

Registration is complimentary with promo code **CSWTOOLKIT** until October 7, 2021. This means you can register your whole team to take part in keynotes, actionable sessions, video discussion groups, and much more. Concerned about schedules? All digital content will be available for registered attendees until December 31, 2021! So, register your team now and have access to professional development tools for the rest of the year.

## Win a Full Conference Pass for our 2022 Live Event

Register and attend ICMI's Contact Center Expo: A Digital Experience to be entered to win a full conference pass of our live and in-person event happening in 2022. Event details coming soon!

## Be In It to Win It

Get your team involved with our raffles and prizes. Complete the Passport to Prizes to win a variety of prizes provided by our vendors, get entered to win a \$1,000 prize, and keep an eye open for special Customer Service Week prizes.

## Boost Everyone's Mood

ICMI's Contact Center Expo: A Digital Experience offers several options to just have fun. Take a brain break, take part in our active community chats, and join our Kahoot! trivia challenge for a mood booster and for a chance to win a \$500 Visa gift card to share with your team.



# **| How to Develop a Customer Service Vision**



# How to Develop a Customer Service Vision

How can you reach your goals if you don't know where you are going?

Delivering world-class customer service starts with clearly defining what outstanding service looks like. This is often referred to as a customer service vision, and without it you can't give your employees clear direction.

There are three hallmarks of a strong customer service vision for a company, team, or individual:

- The definition is simple and easily understood
- It describes the type of service we want to achieve for our customers
- It reflects both who we are now and who we aspire to be in the future

## How to Develop a Customer Service Vision

Begin your process by reflecting on your purpose for having a customer service version.

- Take a moment to explore other customer service vision statements. (Great examples of this include The Ritz Carlton, L.L. Bean, USAA, and In-N-Out)
- Determine the scope of your vision – Is it for an entire organization or just one team?
- Identify items that might influence the new vision, such as your current mission statement, customer service slogans, or service stands.

Then, it generally takes three steps:

1. Gather input from employees.
  - a. A great question to ask them is, "What do you want our customers to think of when they think of the service we provide?"
2. Assemble a small team to write the vision (it takes just two hours with a skilled facilitator).
  - a. Invite at least one frontline employee, one mid-level manager or supervisor, and one senior leader. This ensures that you'll have someone to "keep it real", someone who links execs to the frontline, and someone with the authority to make things happen.
3. Share the new vision with all employees to gain buy-in.
  - a. Make sure that everyone can answer these questions:
    - i. What is the vision?
    - ii. What does it mean?
    - iii. How do I contribute?

[This framework was developed by Jeff Toister, President of Toister Performance Solutions. He's the author of *Service Failure: The Real Reasons Employees Struggle with Customer Service and What You Can Do About It*. He has also authored several customer service training videos for Lynda.com. Jeff is a top-rated ICMI conference speaker, advisory board member and frequent contributor to ICMI.com. You can learn more about Jeff by visiting [ToisterSolutions.com](http://ToisterSolutions.com).]



# **| Tip Sheet: Training on a Shoestring Budget**



# Tip Sheet: Training on a Shoestring Budget

Find yourself in the position of needing to do more with less? Here are some tips on low or no cost ways to train your team!

## Use free online tools

Popular video sharing websites such as YouTube are a cost-effective and brilliant way to keep your call center training sessions interactive, fun and engaging. These websites offer a wide variety of free video footage – everything from humorous clips showing the top ten ‘call center disasters’ to more serious footage demonstrating examples of high-quality customer service techniques.

These videos act as a great discussion starter for training sessions, staff can be given time to find their own examples of good and bad practice and share their learning with the team.

Online video clips can also help to inspire other, more classic, training techniques such as role-play. Managers can show examples of poor customer service from YouTube and ask staff to role-play the way they think the call should have been dealt with.

## Get the WFM folks into the classroom

From a workforce management and operations perspective, it’s a great idea to get WFM (Workforce Management) folks into the classroom to sell employees on adherence and give practical tips on hitting key performance indicators. To build enthusiasm and make top performance an achievable goal, bring top-performing employees into the room to share their energy, passion and secrets for being the best in the business.

## Pilot groups

A great place to start with developing a coaching culture is to have a small group of people who participate in a pilot of the scheme. This allows you to ‘iron out’ any changes before launching to the whole organization. Pilot groups provide valuable feedback on how systems are working in practice, and allow any changes to be made before a wider launch. Pilot groups often become the biggest champions for successful projects and are of significant value when implementing wide organizational changes.

## Partner with other similar companies

In the areas of people skills and team working, it may be useful to partner with other similar-sized companies in the same area as you. Staff from each company could attend, with costs being shared proportionately.

## Skill up line managers

Skill up line managers to deliver training to small groups of their staff on key topics that will improve productivity. It has the added advantage that people get to know their teammates better.

## Provide a library

Provide a library of books and DVDs that people can use to increase their knowledge in their spare time.

# Tip Sheet: Training on a Shoestring Budget

## **Lunch and learn**

Start lunchtime learning sessions where staff can elect to deliver a session on their topic of choice. Even if the topic isn't work-specific, you're giving staff the opportunity to see a different side of their colleagues, and the person delivering the session is able to share their energy and enthusiasm for something they're passionate about. Great for upping the energy levels. Great for engaging staff.

## **Focus on staff engagement as well as technical ability**

Ensure you have committed resources for training and development; training not only nurtures technical ability but also increases staff engagement, helping to motivate and retain talent. When thinking about training look closely at what skills are needed within your team. In a customer service call center, training will often focus on product knowledge, complaint management or questioning techniques in first-call resolution. In a sales-based call center, training will also focus on ensuring employees are able to advise customers on the best-fit product or service.

## **Training doesn't always have to happen in the classroom**

Training needs to relate to the job at hand, so why move people away from the place they'll be working in? If possible, incorporate relevant training into the working day, into the tasks and activities agents have to complete whilst dealing with customers. Online training tools can also be incorporated, freeing people from the classroom and indeed the training center and allowing training to take place on a genuinely 'as needed' basis.

## **Time is money**

Don't minimize the initial training time to save money. Efficient use of time in training is essential. In other words, make every minute count. Eliminate exercises that don't add value to the trainee, programmer, or client. Utilize the time in training by integrating the new information with practice. Be flexible within the classroom. Employ different learning methods for different situations and utilize leadership. This often requires a prepared, experienced, connected trainer.

## **Involve me, not tell me**

Ensure the curriculum has very little lecture, but is mostly practice. That is, the curriculum should be interactive and engaging.

Learners should NOT be idle – they should be doing.

[These tips were compiled by Justin Robbins, Chief Evangelist at CX Effect. Justin is a contact center expert who, over the past two decades, has trained thousands of individuals around the globe on customer experience best practices. Justin leads the content and community engagement strategies for both the HDI and ICMI communities. He's a member of the National Speakers Association and has appeared in The New York Times, NBC Nightly News with Lester Holt, Fox News and numerous other media outlets. ]



# About ICMI & ICMI's Contact Center Expo: A Digital Experience

## About ICMI

ICMI - the International Customer Management Institute is the leading global provider of comprehensive resources for customer management professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service.

ICMI empowers organizations worldwide to provide the best customer experience possible through industry-leading professional services such as consulting, training, events and information resources.

## About ICMI's Contact Center Expo: A Digital Experience

Join us this October 6-7, 2021 for a digital experience like no other! If you have not have been impressed by digital events, you haven't been to an ICMI digital experience! ICMI has designed a virtual environment that focuses on engagement, relevance of content, and intelligent matchmaking.

From interactive discussion groups facilitated by dynamic industry insiders to content that supports the trending topics of the day (managing/hiring/engaging work from home staff, integrating automation/AI/chatbots, driving more performance from your operations, people and systems, and improving the customer experience), to employing AI to connect you with those who have similar interests, ICMI will help you grow your network, learn from industry professionals, find solutions to new world challenges, and be inspired.

Be there as 2,000 contact center industry professionals move forward together—as an industry collective—to tackle the challenges and opportunities for 2021 and beyond that will enable positive growth and change in our industry and beyond. Recharge, refocus and reinvent yourself and your organization at ICMI's Contact Center Expo - A Digital Experience.