

OCTOBER 2 – 6, 2023



# National Customer Service Week

POWERED BY PACE

2023 NCSW PRESENTED BY  **Robert Half**<sup>®</sup>  
Talent Solutions

Access virtually at:

[NationalCustomerServiceWeek.org](https://NationalCustomerServiceWeek.org)

**National Customer Service Week (NCSW)** recognizes and celebrates the essential work of customer service professionals.

*You Make the  
Magic Happen*

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# INTRODUCTION



**Welcome!**

**Welcome to the official National Customer Week celebration guide.** Each year we create, compile and share information to help you make the most of this special week. National Customer Service Week (or NCSW for short) is celebrated the first week of October, which will fall on October 2-6, 2023 this year. In this guide you will find information, ideas and tools to maximize the value of National Customer Service Week in your organization! If you are new to NCSW then continue to the next page for a little history. If you know about how this week came to be, then skip to the next section – Getting Started.



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## A Bit of History

1984

The International Customer Service Association (ICSA, **now PACE**) established the first ever celebration in the USA.

1992

Congress proclaimed the first full business week of October as “National Customer Service Week”

FOR  
9  
YEARS

The Association raised NCSW awareness and gained support from the U.S. Congress.

FOR  
31  
YEARS

What started off as a national event has become one of the most observed business occasions around the globe.



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# INTRODUCTION



**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."**

In 1992 President George Bush officially designated the first full week of October as National Customer Service Week

## 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



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# INTRODUCTION



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 to perform to customer expectations."

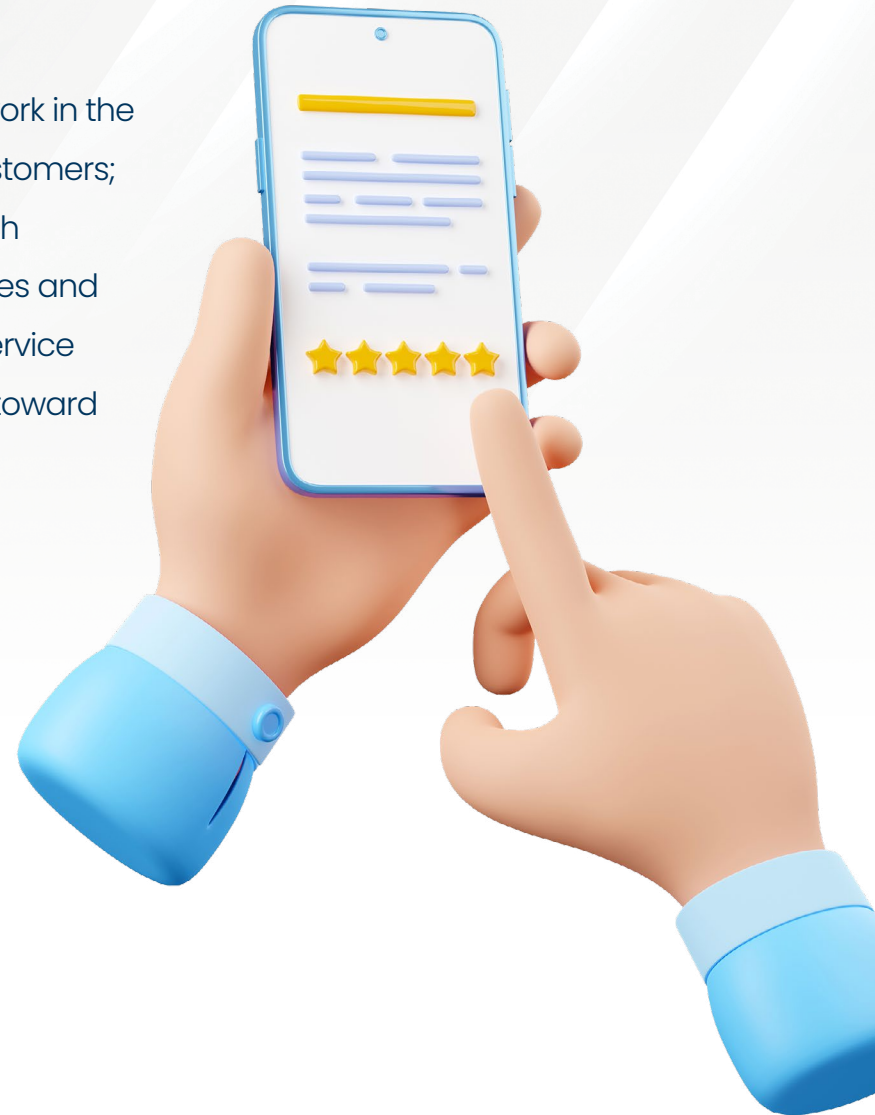
FROM PRESIDENTIAL PROCLAMATION



Customer service professionals work in the front lines where a firm meets 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."

FROM PRESIDENTIAL PROCLAMATION

**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.**



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# STEPS FOR SUCCESS

Beginning Monday, October 2nd and running through Friday, October 6th, each day of National Customer Service Week can have it's own unique plan, event or celebration. The most important step for success is to be prepared. Nothing says "we appreciate you" better than a well laid out plan. Start getting ready now to ensure a successful celebration.



01 Promote



02 Plan



03 Create



04 Recognize



05 Reward



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## 01 Promote

### Alert management and staff within your organization

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 incorporated into a yearlong strategy for providing recognition to your service providers.

Use the 2023 theme and logos provided to create special materials for your event. From email signatures to letterhead, posters and promotional supplies – get the word out and create hype around the week.





# Official Logos

Make this year's theme your own

[CLICK TO DOWNLOAD](#)



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# Logo Guidelines

The shape, colors and typeface used in the Customer Service Week logo were carefully selected. You may not stretch, condense, reshape 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**

By using/downloading the NCSW logos, you agree to the above terms and conditions of use.





## 02 Plan

### Decide how to celebrate National Customer Service Week in your own way

Going grand or keeping celebrations simple depends on the amount of time, staff and resources you can allocate. Some celebrations are big, some are small, and that's ok.

Create a budget and agenda for how you'd like to celebrate the week and get management approval.

Figure out the details –who, what, where and when –to lay out your event goals and daily activities.





# STEPS FOR SUCCESS

01



Identify **who** will be involved

02



Determine **what** your celebration goals are

03



Select **where** you will celebrate

04



Outline **when** activities will be held

05



Share **why** your organization is celebrating

06



Show **how** valuable customer service is to your organization

**Planning ahead ensures that your event stays on track and runs smoothly.**





## 03 Create

### Make this event as memorable as possible

The overall goal is to have daily team-building activities that recognize your service accomplishments, top performers, and vitally important front-line staff.

Create activities that encourage team members to interact with each other, bond and have fun. Use incentives and prizes to generate excitement.

Creating positive experiences for employees, creates positive experiences for customers!

**\* See the materials section of this guide for detailed sample.**



# Why Celebrate NCSW?



## Boost Morale

Raise companywide awareness of the importance of customer service



## Motivate Staff

Celebrate with training, activities and education for agents, managers and leaders



## Build Teamwork

Remind customers of your commitment to customer service







## 04 Recognize

### Celebrate your team's extraordinary efforts

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

Make the celebration company-wide to involve every department in the organization because everyone supports your customers.

Recognize behaviors as well as outcomes. Take recognition beyond your walls – go online and use company communication outlets to post success stories about your service superstars.

**\* See the materials section of this guide for detailed sample.**





## 05 Reward

### Reinforce the behaviors that drive your organization to excellence

Rewards can cost little or even nothing, but go a long way. They can mean a great deal to the person or team being recognized.

Showing your appreciation for individual or team contributions and accomplishments gives a vital boost to employees' engagement.

Thanking frontline reps for their commitment and the important work they do all year long can create a ripple effect that reaches beyond your staff to your customers.

**\* See the materials section of this guide for detailed sample.**



# Activities

To get the most out of National Customer Service Week, organizations should use a strategic approach to ensuring employee satisfaction and engagement. While most organizations understand that recognizing their customer service staff is extremely important, many feel they lack the time and resources to design and implement a full week of knock-your-socks-off programs for their people.

The key is to keep it simple. Whether in-house, fully-remote, or mixed teams, remember that your plans don't have to be over the top. Making the activities easy to celebrate and fun ensures success! Keeping these three components in mind will help make a high impact event:

- ✓ **Team Bonding**
- ✓ **Skill Building**
- ✓ **Memory Making**



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# Success Starts with Simplicity

To celebrate National Customer Service Week remember that most activities work best if they are kept simple rather than made complicated. Here are some ideas to get you started:



## Team Bonding

Foster togetherness and inclusivity for employees both remote or in-office:

- **Share a meal**
- **Play games**
- **Host theme days**



## Skill Building

Empower your team to get involved and learn something new:

- **Help a charity**
- **Invite speakers**
- **Offer self study & training**



## Memory Making

Let your team members know how important they are:

- **Decorate workspace, take pictures, make videos**
- **Shout out great service**
- **Have contests, give awards & certificates**



# MATERIALS

**Foster togetherness and inclusivity for employees both remote and in-office. The goal is to have daily team-building activities that recognize your service accomplishments, top performers, and vitally important front-line staff.**



- Kick off the week with a themed meeting – dress up, dress down or have a costumed team event in-office and via Zoom so that all team members can attend. Decorate workspaces together, take pictures and make videos.
- Spark your teams' imaginations with dress up fun that can range from crazy hats to wacky wizards and more:
  - **We know customer service professionals wear many different “hats” on the job, so have fun with a hat decorating competition to add a creative twist to the occasion.**
  - **Providing exceptional service and solving difficult problems takes a bit of “magic” so let your service wizards shine with a costume contest.**
- Share an in-office meal or eat together virtually during the week. This can be a full meal or an individual workstation gathering around the “cubicle campfire.” Tell scary service stories, share music and makes s'mores.
- Play games that include virtual teams, like Bingo, typing-speed races, stress reducing coloring pages, and solving puzzles.



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# MATERIALS

**Empower your team to get involved and learn something new. Creating positive experiences for employees creates positive experiences for customers!**



- Invite someone to give a brief motivational speech –this person can be from within the company or an outsider.
- Offer self study & training –provide time for training during the week, identify team members who excel at a particular service skill and invite them to share it, teach it or make a “how to video.”
- Outreach to other departments –send service tips and techniques each day.
- Take a collective chair yoga break (there are lots of how-to videos online) to improve focus and attention through mindful movement.
- Do stress reducing activities to increase calm and help create conditions for exceptional service.
  - **Relaxing play activities include: paper origami and clay sculpture.**
- Cook together –with easy no-bake recipes, like “Magic Bars” that can be made in the office with a microwave or at home:

<https://www.foodnetwork.com/holidays-and-parties/articles/50-no-bake-treat-recipes>



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**20**

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**NationalCustomerServiceWeek.org**



# MATERIALS

01

Identify **who** will be involved

02

Determine **what** your celebration goals are

03

Select **where** you will celebrate

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Outline **when** activities will be held

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Share **why** your organization is celebrating

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Show **how** valuable customer service is to your organization



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# Materials

This section contains resources to help you promote, plan, create and celebrate National Customer Service Week in your organization. Feel free to use the following ideas to have fun during the week.

[CLICK TO DOWNLOAD](#)



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[NationalCustomerServiceWeek.org](https://NationalCustomerServiceWeek.org)



# MATERIALS



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# THANK YOU!

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# MATERIALS

*You Make the Magic Happen*

## COLORING PAGE

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## MAZE

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## WORD SEARCH

K D E V I T C A O R P I N T E R P R E T I N G X  
 K G N I M O C L E W R M O X W F Y V S K N N Q Y  
 A S C C Y M U X S K O A Y L D N E I R F R O G T  
 N Z Q D L F W N Z I I N F J A D H T Q J E I F I  
 O P R M Y I P A D C G A D Q S T E K A S I T Q L  
 I H R Q E J F M R E B G I D G P T R N U F U E I  
 T U G J B Y Z Y C O R E R I S P E O A B T L O B  
 C M K H O N E S T Y P S E T M E P W R P D O B A  
 A O O Q M L X Z L M P P T N D S T K C U E S Z T  
 F R W Q A R J X I E O R W A E T W O O Z E R R N  
 S D N X D E L H S T S O M R N L Y O N C K E P U  
 I L E K A S Y W T A I B N S D D C G N P S Y D O  
 T N R C P P F Z E R T I E I A I I A O I O H F C  
 A O S H T O O G N T I N D Q W I L N L L V T V C  
 S I H P A N V L T N V G U C B A S I G U O A A A  
 J S I B B S V A W E I M T Y B R E U Y F A P K H  
 B S P L I I Z I K C T L I N J N S S H E A M A F  
 C E B E L B Z T X N Y A T N C R L U N T E E M R  
 Q R K Y I I Z N Z O S C T Y E X L C E A N F D A  
 G P Y A T L K E K C M Q A E V C S C L R X E P P  
 Q M U G Y I P S T H A N K F U L T E I G G B M P  
 L I O S T T J S Q O O Q X B O W K S M M U X Q O  
 M D X F S Y V E Q O S V C T S U F S S A B B R R  
 E C I V R E S R E M O T S U C F E E D B A C K T

ACCOUNTABILITY	ADAPTABILITY	APOLOGY	ATTITUDE	BALANCE
CALM	CONCENTRATE	CUSTOMER SERVICE	EMPATHY	ENTHUSIASM
ESSENTIAL	FEEDBACK	FRIENDLY	GRATEFUL	HONESTY
HUMOR	IMPRESSION	INTERPRETING	LISTEN	MANAGE
NOTES	OWNERSHIP	POSITIVITY	PREPARED	PROACTIVE
PROBING	RAPPORT	RESILIENCY	RESPONSE	RESPONSIBILITY
SATISFACTION	SKILL	SMILE	SOLUTION	SUCCESS
THANKFUL	UNDERSTANDING	WELCOMING		

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NationalCustomerServiceWeek.org

# Get Started

Have ideas or suggestions to add to this guide? Let us know:

[info@nationalcustomerserviceweek.org](mailto:info@nationalcustomerserviceweek.org)

Visit our online [resource center](#) and virtual celebration [registration](#) page for detailed forms and activities in the coming weeks leading up to National Customer Service Week.

**FOLLOW US:**



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PROFESSIONAL ASSOCIATIONS  
FOR CUSTOMER ENGAGEMENT

**PACE acquired the official National Customer Service Week (NCSW) brand. Since then, we've been working with industry professionals on ways to develop NCSW as a premium industry resource.**

Here are a few highlights of what we do for our members in the contact center industry:

- **Community Events**
- **Advocacy & Compliance**
- **Education & Training**
- **Professional Certifications**

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Learn more about PACE Membership. Whether your company operates an in-house contact center, you outsource your contact center operations, you're a contact center company or a supplier, our membership opportunities provide a variety of benefits to help you maximize your resources and positively impact your bottom line.

**PACE Customer Engagement Compliance Professional (CECP) Certification - a key standard in the industry - is one of the best ways to be recognized as part of the leading customer engagement compliance community. Learn more about our CECP training course.**



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# Robert Half<sup>®</sup>

## Talent Solutions

Robert Half is proud to be the title sponsor of National Customer Service Week. As the first and largest specialized talent solutions firm, Robert Half helps customer service professionals find dream jobs - and connects companies with highly skilled talent to meet business needs. Whether you're building a team or looking to advance your career, Robert Half has the resources to help. To explore industry-leading research and insights, [visit their website](#).



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# UPCOMING EVENTS



# **PACE** **ACX 2023**

CHARLOTTE, NC

**PRESENTED BY**  **Contact Center Compliance**  
DNC.com



# **OCT. 10-12, 2023**

Every year more than 500 customer experience professionals gather from across the US to meet for an industry leading event. With more than 30 breakout sessions, powerful keynotes, virtual demos and lounges, networking sessions and more, this is an annual experience you won't want to miss!

# Thank You

## Address

7230 Arbuckle Commons | #101  
Brownsburg, IN 46112

## Phone

(202) 972-0055

## Website

PaceAssociation.org  
NationalCustomerServiceWeek.org

## Email

Admin@PaceAssoication.org

