



Building Teams Through Rhythm – Drum Circle Playshop (DCP)

Combining teambuilding training with customer service/sales/leadership training



Do something today to “build partnerships” with your customers (internal and external)

The Centre for Customer Care (CCC) Malaysia launched off Customer Service Week in September 2006 and since then, we have been assisting “willing” organisations in their customer service campaigns. No doubt the Customer Service Week is to be celebrated from Oct 2- 8 of every year, that doesn't mean organisations cannot have smaller customer service events leading to the “big celebration” in Oct? Right?

Having Customer Service Week once a year is hardly sufficient. In fact, organisations need to have Customer Service Week as frequent as possible to ensure that the Service Culture is kept alive and employees at all levels are reminded of the importance of satisfied customers to their business. The best way to nurture a Service Culture is to get everybody involved and totally excited. Hence, to keep the engine running, we have decided to share some ideas that have been implemented by various organisations and you may just want to consider using them for your next customer service campaign:

Theme Days

Theme days are always popular during Customer Service Week, and with good reason. A theme can provide the focus you need to pull your activities, food selection, and gifts together. From stress relief to teambuilding to thanking customers, the team at Olive Garden Guest Relations developed a theme and activities for every day of the week.

Monday - Kick off Luncheon

To start the week off right the guest relations department hosted a kick-off luncheon. A key objective of the luncheon was to thank the many internal departments that help and support Guest Relations throughout the year. To show their appreciation, reps personally served lunch to all of their guests.

Tuesday - Stress Relief Day

The team met to share stress relief tips and 15 minute chair massages. Each rep also received a stress relief gift basket which included a copy of a Anti-Stress booklet, their stress relief “Concentration Stones,” and a scented candle.

Wednesday - Team Building Day

To strengthen team relationships, by tackling a new challenge together, everyone participated in a one hour Salsa dance class. This activity was informally called, “Dancing with the Reps.”

Thursday - Guest Day

At Olive Garden, customers are referred to as guests and on Thursday, each member of the Guest Relations Team sent handwritten thank you cards to special guests.

Friday - Team Appreciation Day

After thanking their co-workers and customers, reps thanked their teammates. On Friday, each rep brought in a small gift to personally acknowledge and thank another team member.

We hope you have been inspired by the level of commitment and skill involved in the above celebration and we hope to share with you more in our next month's newsletter. So watch out for more tips in our next edition.

When you take care of your customers, they will take care of your business!

Dr. Allen Teh
CEO, Centre for Customer Care (CCC) Malaysia

African Hand-drums are also sold at our Showroom



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Touchpoints

“Motivation is what gets you started, habit is what keeps you going