



## *Customer Service Crusader's Program*

### Purpose:

To provide an incentive for member businesses to reach and maintain “brand” standards with regard to internal and external customer service; to improve the community-wide delivery of services to our customers; to improve the overall visitor’s experience; to improve the customer satisfaction rating of our community; to build repeat business and customer loyalty; to improve profitability.

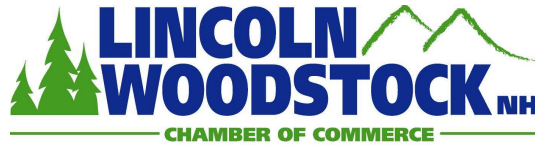
### Summary:

There are 5 “customer service benchmarks” that may be pursued by any/all member businesses. Upon achievement of any benchmark, that business will receive special recognition with their listing on the Chamber of Commerce website, [www.lincolnwoodstock.com](http://www.lincolnwoodstock.com). Each benchmark has a set of criteria that must be met and maintained to earn and keep their “Gold Leaf”. Because the “Gold Leaves” will be visible to the public on the chamber website, each business has the incentive to deliver the best possible customer service. The program is modeled after a traditional “5-Star Rating” system.

### Customer Service Benchmarks:

In order for a member business to earn their first leaf, they need to be a member “in good standing” and have received, reviewed, and signed-off on the program. Leaves may be earned in any order, though the criteria for earning them are progressively more difficult to achieve. A “gold leaf” may be earned for reaching and satisfying all of the criteria as laid out in the following benchmarks:

1. **Customer Service Bill of Rights** – See Appendix A titled “Customer Service Bill of Rights”. By signing and displaying this document in a conspicuous place, a member business agrees to abide by the principles set forth and to further the customer service crusade. This is generally the first leaf that a member receives and is the easiest to attain.
2. **80% Customer Service Training** – See Appendix A titled “Customer Service Credo”. Once an employer achieves 80% employee participation in an approved customer service training workshop and those employees sign their “Customer Service Credo”, they will receive this gold leaf. Training sessions may include any chamber-sponsored session, an accredited educational session, or an approved “internal” session. They may be held on or off site.



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3. **Customer Satisfaction Rating** – See Appendix B titled “Secret Shopper Criteria”. Randomly or at the members’ request, a “secret shopper” may evaluate their business based on a set number of criteria relating to customer service. Secret shoppers may be tourists visiting the area or members of other chambers of commerce. Secret shoppers ARE NEVER members of the Lincoln Woodstock Chamber of Commerce, residents of either town, or family/friends/employees of member businesses. To “request” a visit from a secret shopper, the member need only provide the chamber of commerce with a generic gift certificate of enough value for the shopper to “complete a sale”. Based on a scale of 1-10 with 1 being “Poor”, 5 being “Satisfactory” and 10 being “Exceptional”, members’ receiving an average satisfaction score of 6 or better will earn this leaf.
4. **Internal Customer/Community Service** – Any member business may apply for this leaf in writing by articulating their devotion to their internal customers or their community. Criteria for this leaf are more subjective, based on the type of service performed, the number of hours devoted, the number of employees participating, and the overall impact their dedication has had on the community. Letters requesting this recognition should be written to the Lincoln Woodstock Chamber of Commerce Board of Directors. At each monthly board meeting, the board directors will review the written requests, discuss these requests, and vote to accept or reject them. The president of the board will call for a “nomination” of that business to receive this recognition, will ask for a “second” on that nomination, and will approve the recognition based on majority rule.
5. **3-Year Continuity of all Benchmarks** – The final benchmark to achieve is for businesses that maintain their first 4 “gold leaves” for a consistent 36-month period. This requires that a business has their *Bill of Rights* on display for the past 36 months, *80% of their employees* over that time period have received customer service training, they have been “shopped” at least 3 times and have received a *90% satisfaction rating*, and they have received their leaf for *internal/community service*. If at any time in a 36-month period, the business falls short of any benchmark, they will not be eligible for their 5<sup>th</sup> gold leaf.

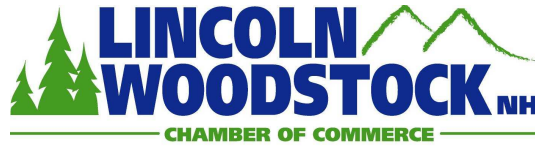
Recognition:

The symbol for the gold leaf is as follows:



For each leaf attained, the member business will get this leaf placed on their website listing next to the name and description of their business. When a visitor to the website hovers over the leaf image, a dialog box will appear describing this program and why that company has earned their leaf. For each leaf earned, another leaf will appear, akin to the diamond or star rating of a hotel.

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603-745-6621 [info@lincolnwoodstock.com](mailto:info@lincolnwoodstock.com)  
[www.lincolnwoodstock.com](http://www.lincolnwoodstock.com)**



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Additionally, member businesses that earn their 5<sup>th</sup> and final gold leaf will get special recognition by way of press release and attention at the Chamber of Commerce Annual Dinner and Meeting.

## Appendix A

### Customer Service Bill of Rights:

As a member of the Lincoln Woodstock Chamber of Commerce, I promise to:

1. Provide courteous and respectful service all the time.
2. Make my customers the top priority and focus during the service experience.
3. Find processes, rules and regulations that are customer-centered, and adhere to required laws and guidelines.
4. Offer appropriate solutions to customer problem(s).
5. Provide value for my customer's investment in time and money.
6. Consider my customer, as an individual with unique service needs.
7. Listen to and communicate with my customers honestly.
8. Provide timely and secure access to information.
9. Serve my customers in a professional environment that is neat, bright, welcoming and safe.
10. Honor my customers' privacy.

### Customer Service Credo:

As an employee of \_\_\_\_\_, I promise to:

1. Embody the spirit of customer service.
2. Uphold and honor my company's Customer Service Bill of Rights.
3. Practice what I have learned in customer service training.
4. Greet my customers in a warm friendly manner.
5. Treat my customers with respect and courtesy.
6. Listen to my customers with empathy.
7. Take ownership of my customers' service challenges.
8. Respond to my customers in a timely and professional manner.
9. Meet my customer's needs and expectations.
10. Under-promise and over-deliver to my customers.

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## Appendix B

# Secret Shopper Criteria

On a scale of 1-10, with 1 being “poor”, 5 being “satisfactory” and 10 being “exceptional”, how would you rate your experience in these categories?

### Lodging Criteria:

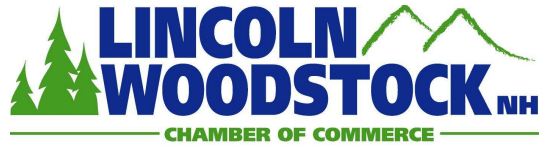
- First Impression – Landscaping, grounds, physical condition of property.
- Welcome/Check-In – Reservation accuracy, speed, warm reception.
- Staff Interactions – Warm, friendly, helpful, and knowledgeable.
- Housekeeping – Cleanliness of sleeping/living/public spaces.
- Food & Beverage (if applicable) – Experience in restaurant, bar, room service, etc.
- Entertainment/Amenities – Property activities, live entertainment, amenities, etc.
- Check-Out/Departure – Warm, friendly farewell, accurate bill.
- Overall Satisfaction – Overall experience at the property.

### Restaurant Criteria:

- First Impression – Landscaping, grounds, physical condition of property.
- Welcome/Seating – Staff greeting, seating, initial contact with staff.
- Staff Interactions – Warm, friendly, helpful, and knowledgeable.
- Sanitation – Cleanliness of dining room, bar, rest rooms, waiting area.
- Food Quality – Service of the food and beverages.
- Entertainment (if applicable) – Live entertainment, DJ, televisions, music, etc.
- Leaving Restaurant – Accurate bill, warm, friendly farewell.
- Overall Satisfaction – Overall experience at the restaurant.

### Retail/Shopping:

- First Impression – Landscaping, grounds, physical condition of property.
- Welcome/Greeting – Staff acknowledgement, eye contact, welcome.
- Staff Interactions – Warm, friendly, helpful, and knowledgeable.
- Sales Presence – Staff available to answer questions and help shopping.
- Cleanliness – Clean public area, organized product, neat appearance.
- Check-out/Register – Accurate receipt, warm, friendly farewell.
- Overall Satisfaction – Overall experience at this business.



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Service Business:

- First Impression – Landscaping, grounds, physical condition of property.
- Welcome/Greeting – Staff acknowledgement, eye contact, welcome.
- Staff Interactions – Warm, friendly, helpful, and knowledgeable.
- Cleanliness – Clean public area, organized, neat appearance.
- Overall Satisfaction – Overall experience with this business.

Activity/Attraction:

- First Impression – Landscaping, grounds, physical condition of property.
- Welcome/Greeting – Staff acknowledgement, eye contact, welcome.
- Staff Interactions – Warm, friendly, helpful, and knowledgeable.
- Cleanliness – Public areas, restrooms, dining areas, etc.
- Safety/Security (if applicable) – Safety of rides, rules, security of belongings.
- Food & Beverage (if applicable) – Experience in restaurant, bar, cafeteria, etc.
- Entertainment/Amenities – Activities, live entertainment, amenities, etc.
- Overall Satisfaction – Overall experience at this attraction.

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