



Richmond/Wayne County Frontline Customer Service Program Participation Form

FRONTLINE PROGRAM INFORMATION

The Richmond/Wayne County Frontline Customer Service Program was established to enhance the quality of local customer service performance on the frontline level. Quality frontline customer service is imperative in terms of making good first and lasting impressions on consumers who patronize businesses in our area. The RWC Frontline Customer Service Program offers your business the opportunity to receive valuable frontline training tips, information and assistance, as well a chance to increase your customer base and revenue by giving your staff the tools to provide outstanding frontline customer service.

Secret Shopper Evaluation Service

In addition to receiving quarterly frontline customer service tips and information, your business can take advantage of our secret shopper service! Tourism will provide a volunteer to secretly "shop" your facility quarterly and evaluate their experience based on the customer service they receive. Customer service can be evaluated with a general secret shopper evaluation form provided by Tourism, or you can submit a personalized evaluation form for your facility. **The secret "shop" and evaluation report are completely free of charge. If a secret shopper is required to make a purchase at your facility during their visit, you will be only be responsible for reimbursement of that cost.**

If you have any questions regarding the RWC Frontline Customer Service Program, please contact the Wayne Co. Tourism Sales Dept. directly at (765) 935-2882. Also, please visit our website to download past and current information about the Frontline Program and stay up-to-date on Frontline promotions, offers and contests.

Thank you for your support and assistance in helping us to encourage and promote superior frontline customer service in Richmond/Wayne County!

PROGRAM HIGHLIGHTS

- ✓ Quarterly customer service information packets filled with valuable tips and training offers for your customer service employees.
- ✓ Quarterly performance contests to reward and recognize outstanding customer service within your organization.
- ✓ **FREE** Secret Shopper evaluations.

Please read the following, check all that apply, and return via fax or standard mail delivery to the contact information listed below.

- Our facility would like to receive quarterly RWC Frontline Customer Service Information Packets.
- Our facility would like to request the quarterly Secret Shopper Evaluation Service and agrees to reimburse any required purchases made by the secret shop volunteer at our facility if a receipt is provided.
 - Our facility will provide a personalized secret shopper evaluation form.
- Or...**

 Please provide a general secret shopper evaluation form for our facility.

Business Name:

X _____

Email Address:

X _____

Name of Person Completing Form:

X _____

Date:

X _____

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