



CHAPTER FORMATION

Getting Started

It's as Easy as 1, 2, 3

The following recommendations are designed to assist you in forming your NCSA Chapter. At any time you would like additional assistance, please email us at ChapterServices@NationalCSA.com.

1 Identify several colleagues and associates that have a strong interest in Customer Service from a variety of businesses/industry types. Think about where you like to shop and why as initial sources for your Chapter.

2 Invite your initial group to coffee, lunch or to an after-work informal gathering. To ensure you maintain the group's interest, keep the session to no more than an hour with someone assigned to be the note taker for this meeting. Sample agenda follows:

- ✓ **Starting with the organizer**, attendees will introduce themselves sharing their philosophy of Customer Service and how their business currently meets and/or struggles with those standards.
- ✓ **Brainstorm how the group** gathered could individually and collectively influence the provision of consistently excellent customer service within their company and community.
- ✓ **Share the "Benefits of Belonging to an NCSA Chapter"** along with benefits of being a Member of the NCSA.
- ✓ **Identify others colleagues and associates** that could both contribute and benefit from being a Chapter member.



At Your Service

3 Complete the online Chapter Application. Chapter approval status will be completed within two weeks. Approved Chapters can then proceed with formalizing meeting frequency, times, locations and elect officers per the NCSA Chapter Agreement. **The first four Chapter members will receive complimentary one-year NCSA memberships.** Information will be provided to the Chapter on the membership registration process for these members. NCSA Membership fees for other Chapter Members will be determined by NCSA.

The NCSA will provide support services to the Chapter—including, but not limited to techniques for effective meetings, guest speaker sources/topics, outreach strategies to attract new members—beginning with initial press releases for local media. Any inquiries for support should be sent to ChapterServices@NationalCSA.com or by calling (866) 315-NCSA (6272).

*Thank you in advance for your commitment to
Excellence in Service – Every Customer; Every Time!*