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→ Experiences

Celebrate and Inspire Client Experience Heroes

If you see something, say something!

The Concept:

Gather and share stories of team members going above and beyond in providing unreasonable hospitality to a client. The key to this having impact is to **share the story** – ask some questions and explore the individuality of the instance and share that with the firm.

How We Do It

A simple Microsoft Form (at right) allows anyone to nominate a co-worker for providing an exceptional client experience.

Each month, one winner is selected from all entries. Their story (via the nomination and possibly a follow-up conversation) is shared during our weekly all-firm stand-up meeting. In addition, the winner receives a personalized glass “Shining Star” award delivered to their home.

A second winner is drawn at random from all nominees AND all nominators. This winner receives a gift valued at \$50. We use [Snappy!](#) gifts as part of our rewards and recognition program. This is intended to encourage people to keep their eyes open and nominate their peers!

When presenting the award and sharing the story, tie the actions of the individual back into the CX training you have provided. Use this to gather stories of success and inspire others to look for opportunities to provide Unreasonable Hospitality to a client!

The form contains the following text and fields:

- Header:** Abdo CX Nomination Form Catching Someone Making a Difference!
- Intro:** Client Experience Heroes: Let's celebrate and share kudos!
- Question 1:** 1. Please enter your name *
Field: Enter your answer
- Question 2:** 2. Please provide the name of the person you are nominating. *
Field: Enter your answer
- Question 3:** 3. Please describe how they made a difference.
What did they do?
What made this special?
How did it make the client or recipient feel?
Remember: this may be client-facing or someone making a difference for a co-worker as an internal client! *
Field: Enter your answer

