

## **Wayne County Tourism Needs Your Help...**

Wayne County Convention & Tourism Bureau is committed to strengthening the quality of customer service in Richmond/Wayne County's local businesses, and would like to ask for your help in promoting the free **RWC Customer Service Program**.

The Richmond/Wayne County Customer Service Program was established to enhance the quality of local customer service performance, which is imperative in terms of making good first and lasting impressions on consumers who patronize businesses in our area.

### **Customer Service Tips, Information and Promotional Offers**

The RWC Customer Service Program offers local businesses the opportunity to receive valuable customer service training tips, information and assistance, as well a chance to increase their customer base and revenue by giving their staff the tools to provide outstanding customer service. As an added bonus, Wayne County Tourism keeps the learning experience fun and enjoyable for customer service employees through biannual customer service promotions, offers and contests.

### **Secret Shopper Evaluation Service**

In addition to receiving customer service tips and information, local businesses can take advantage of our secret shopper service! Tourism will provide a volunteer to secretly "shop" participating businesses and evaluate their experience based on the customer service they receive. This service, as well as all other aspects of the RWC Customer Service Program, are **absolutely free**.

If you have any questions regarding the RWC Customer Service Program, please contact the Wayne Co. Tourism Sales Dept. directly at (765) 935-2882.

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

HELP US SPREAD  
THE WORD!



Wayne County Convention & Tourism Bureau  
5701 National Road East  
Richmond, IN 47374  
P: (765) 935-8687 F: (765) 935-0440  
[grouprequest@visitrichmond.org](mailto:grouprequest@visitrichmond.org)

# RWC Customer Service Program Participation Form

## RWC CUSTOMER SERVICE PROGRAM INFORMATION

The Richmond/Wayne County Customer Service Program was established to enhance the quality of local customer service performance. Quality customer service is imperative in terms of making good first and lasting impressions on consumers who patronize businesses in our area. The RWC Customer Service Program offers your business the opportunity to receive valuable 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 customer service.

### **Secret Shopper Evaluation Service**

In addition to receiving biannual 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 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 “shopper” 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 only be responsible for reimbursement of that cost.**

If you have any questions regarding the RWC 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 program and stay up-to-date on customer service promotions, offers and contests.

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



**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 biannual RWC Customer Service Newsletters.
- Our facility would like to request the biannual Secret Shopper Evaluation Service and agrees to reimburse any required purchases made by the secret shop volunteer if a receipt is provided.

Name of Business:

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Date:

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Name of Person Completing Form:

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Email Address or Phone #:

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## Program Highlights

- Biannual customer service newsletters filled with valuable tips and training offers.
- Biannual performance contests to reward and recognize outstanding customer service within your organization.
- **FREE** Secret Shopper evaluations.