

2007 *Easy to Love* Customer Service Award

New: \$500 Awarded to Winner!

The ***Easy to Love* Customer Service Award** is an annual award given by the Richmond Metropolitan Convention and Visitors Bureau (RMCVB) to recognize the importance of frontline hospitality employees to the tourism industry. The award recognizes a Richmond Region employee who has shown exceptional commitment and consistently provides high-quality customer service beyond the normal call of duty.



This year's winner and one guest will be invited to the RMCVB Annual Discover America Week Luncheon May 10, to be presented with a commemorative plaque and \$500 check.

Criteria

The individual must be a Richmond Region non-management frontline employee who has personal contact with both business and leisure travelers, or a behind-the-scenes service employee who can enhance the visitor experience. Please nominate an employee based on the following criteria:

- * **First Impression:** helpful attitude, prompt greetings, sincere smile, professionalism, courtesy, friendliness, confidence and neat appearance.
- * **Exceeds Customer Expectations:** delivers what is promised and proactively assists the customer.
- * **Knowledge of Richmond Region:** awareness of attractions, restaurants, shopping resources, transportation options, special events and seasonal activities.
- * **Handles Problems Effectively:** shows concern and sensitivity, uses good judgment, acts quickly, goes the extra mile and knows who to contact for assistance.
- * **Communication Skills:** good listener, sensitive to the concerns and feelings of others, able to determine customer needs, able to answer customer questions.
- * **Lasting Impression:** helps create a positive memory, thanks the customer, asks if service was satisfactory, takes comments about services openly and invites the customer to return.

Nomination Procedure

To nominate someone for the *Easy to Love* Customer Service Award, submit a written statement, no more than one page in length, explaining why this employee should be recognized. Please remember to refer to the judging criteria and include stories, accolades, awards and honors.

At the top of your submission, please provide the following about the nominee:

- * Name, Title and Organization
- * Address and Phone Number
- * Date Started in Travel and Tourism
- * Years in Current Position
- * Job Description
- * Supervisor's Name and Title

Please also include your name, title, organization and contact information.

Nominations must be delivered to RMCVB by **Friday, April 6, 2007** and may be sent by:

Fax: 780-2577, attn: Tamera Wilkins Redd

Mail: RMCVB, attn: Tamera Wilkins Redd; 401 North 3rd St., Richmond VA 23219

E-mail: tredd@richmondva.org (attachments should be sent in Microsoft Word format)

The 2007 *Easy to Love* Customer Service Award winner will be notified by 5 p.m. Monday, April 23.

Questions? Please contact Tamera Wilkins Redd at 783-7410 or tredd@richmondva.org.