



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. If 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 an informal after-work 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. A sample agenda follows:

- ✓ **Starting with the organizer**, attendees 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 consistent provision of excellent customer service within their company and community.
- ✓ **Share the "Benefits of Belonging to an NCSA Local Chapter"** along with benefits of being a member of the NCSA.
- ✓ **Identify other colleagues and associates** who could both contribute and benefit from being a chapter member.



At Your Service

3 Contact NCSA to apply. Get in touch with NCSA Chapter Services by email: ChapterServices@NationalCSA.com, or phone: (866) 315-NCSA (6272), to begin the chapter approval process, or with any inquiries regarding chapter formation. Approved chapters can then proceed with formalizing meeting frequency, times and locations and electing 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 and 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!