

STAR Service

Building Positive Memorable Experiences and Long Term Relationships

The customers' experience with your organization is everything. To your customer, it represents your entire organization. Research shows that while some customer experiences are negative and memorable for the wrong reason, the majority of customer experiences with your organization are "neutral" and highly forgettable. Neither "negative" nor "neutral" experiences help your organization develop the kind of long-term customer relationships you need to be successful. **STAR Service** is a new, powerful, half-day program designed to address the opportunity to improve customer experiences.

STAR Service provides your service employees with the process and skills they need to provide customers with positive memorable experiences. The clear, practical, four-step **STAR Service** process™, coupled with the communication skills taught in the workshop, help your employees not only to transform negative and neutral customer experiences to positive and memorable transactions but also to reaffirm and enhance long-term relationships, the foundation of business success.

Impact

With STAR Service your personnel will be able to:

Increase consistency in creating Positive Memorable Experiences for your customers.

Increase customer retention.

Expand business relationships.

Drive an increase in customer referrals

Who Can Benefit?

- Sales and service representatives.
- Service managers.
- Anyone who has internal and external customer contact.

What Makes STAR Service Different?

STAR Service was developed to meet three objectives:

1. Uniquely enable service providers to use the process and skills and process to consistently create positive memorable experiences for your customers.
2. Provide your service providers with the focus and strategy they need to reaffirm relationships with customers, which, when done well, will increase retention, expand customer relationships, and drive customer referrals to increased levels.
3. Respect time constraints for service personnel and cover the course in just four-hours so that all personnel involved with service in your organizations to be able to learn from this workshop.

Course Materials

The administrative kit includes

- *Administrator's' Guide*—includes all information necessary to administer the course.
- *Slides and PowerPoint diskette.*
- *DVD - Real-life customer service video vignettes.*

Participant Materials include

- *Workbook containing information to be learned and exercises to reinforce and transfer that learning.*
- *Job Aid - STAR Service Skill point card*

STAR Service

S: Sync-up with the customer

T: Target to determine customer needs

A: Assist to meet the customer's needs

R: Reaffirm assistance and the relationship

