



STAR SERVICE

VITAL CUSTOMER SERVICE



A customer's experience with an organization is everything. To the customer, it represents the entire organization. Research shows that although some customer experiences are negative and memorable for the wrong reasons, the majority of customer experiences with any given organization are "neutral" and highly forgettable. Neither negative nor neutral experiences help a business develop the kind of long-term customer relationships it needs in order to become successful. The key is to train customer service representatives (CSRs) to provide the kind of service that customers want, that makes a business memorable for all the right reasons.

OUTSTANDING CUSTOMER SERVICE BRINGS SUCCESS

Anyone who has internal and external customer contact — CSRs, sales and service representatives, service managers — is imperative to an organization's business and success. These employees are on the front lines of customer contact, and their demeanor, service and problem-solving skills determine whether customers will return.

The Vital Learning STAR Service™ program is a powerful half-day course designed to help CSRs improve customer experiences. Service employees learn the process and skills necessary to provide customers with "positive, memorable experiences." The clear, practical, four-step STAR Service Process™, coupled with the communication skills taught in the course, help employees to not only transform negative and neutral customer experiences into positive and memorable transactions but also reaffirm and enhance long-term relationships — the foundation of business success.

Every organization's goal is to provide customers with as many positive, memorable experiences as possible. When an organization achieves this, it attracts and retains customers. Furthermore, these experiences are good for potentially growing business relationships, and they motivate customers to refer others to the company, which will also grow the business.

STAR Service teaches CSRs four steps to providing superior customer service experiences:

- S: Sync up with the customer
- T: Target to determine the customer's needs
- A: Assist to meet the customer's needs
- R: Reaffirm the assistance and the relationship

STAR Service is designed to meet two crucial objectives in customer service:

- 1. Provide the process and skills that CSRs need to consistently give customers positive, memorable experiences*
- 2. Teach the focus and strategy that CSRs need to reaffirm customer relationships and thereby increase customer retention, expand customer relationships and increase customer referrals*

Throughout the course, CSRs review video presentations and case studies, participate in group discussions, practice new skills, and receive immediate feedback. The program provides them with implementation tools, a troubleshooting guide and additional resources to help them apply the skills they have learned on the job.



ESSENTIAL COURSE MATERIALS

STAR Service is available in classroom, eLearning and blended formats to accommodate any organization or type of business. Each course includes the following course materials:

Facilitator Guide

- Provides complete instructions about how to conduct the course
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes the facilitator resources CD, which contains a PowerPoint presentation and additional resources

Participant Workbook

- Provides exercises, forms, skill practice aids and a video synopsis
- Includes a Memory Jogger Card™, which gives participants a handy reminder of the course's skill points

Video

- Presents a video scenario depicting neutral and positive uses of the skills discussed in the course



BENEFITS OF STAR SERVICE

Organizations can offer the course in the format that works best for them — classroom, eLearning or blended.

Program is designed for six to 18 participants to complete in four hours.

Course participants receive hands-on experience practicing the program's skills and methods.

Participants learn to increase consistency in creating positive, memorable customer service experiences.

Businesses will improve customer retention due to better customer service.

Business relationships will expand with superior customer service.

Businesses will increase customer referrals because of an outstanding customer service reputation.

STAR Service, STAR Service Process and Memory Jogger Card™ are trademarks of Vital Learning.

