



STAR Service

Course Description

STAR Service is a powerful course designed to address the opportunity to improve customer experiences. Your service employees will learn 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.

Course Objectives

- **Effectively** integrate the expectations of your customers, organization, and yourself into your performance as a service professional.
- **Successfully** apply each of the essential communication skills in your role as a service professional: listening, questioning, paraphrasing, and explaining.
- **Consistently** employ the STAR Service Process with empathy to achieve Positive Memorable Experiences.