

STAR PROGRAMME

REBECCA SAMUEL

TOURISM DEVELOPMENT COMPANY



Service. Training. Attitude. Respect.

S.T.A.R

- **S**ervice systems, and the services they are designed to deliver, should satisfy the needs and wants of the organization's customers..
- **T**rainning followed by mentoring and coaching in service excellence best practice creates an environment for the delivery of superior quality service to customers



S.T.A.R

- **A**ttitude suggests that having the right approach (i.e. one that is customer-focused) is one of the key pillars of success in the service industry. This is a zone of confidence and helpful competence.
- **R**espect for self, the customer, the company, colleagues and one's paycheck. Show that you care at every opportunity. This will make you refreshingly different from bad customer service representatives.



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STAR Framework

