STAR PROGRAMME

REBECCA SAMUEL

TOURISM DEVELOPMENT COMPANY

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**raining 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

• **Attitude** 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.

• **Respect** 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.
STAR Framework

Levels
- Strategic
- Tactical
- Operational

Phase 1: Competencies
- Management of Service Quality
- Supervisory Skills W/shop
- Interpersonal Skills W/Shop

Phase 2: Systems
- Performance Review Template
- In-House Incentive Support
- RATER System

Phase 3: Behaviours
- Leading the Promises
- Foundations™
- Promises™

Practices™

Hospitality Assured Caribbean

National Quality Service Awards