

Interested in Building and Sustaining a Service Culture?

FiveStar...has a track record!

If your organization is interested in building and sustaining a customer service culture, FiveStar has first-hand experience. FiveStar recommends the option of a long-term partnership vs. a “flavor of the month,” approach. To hold employees accountable, it is vital to establish specific performance standards (a set of behaviors, mannerisms, terms and values) that reflect your organization’s mission, vision and values. These standards are taught and built in to the service culture through accountability to provide a baseline for evaluation and improvement. Changing a service culture is a process and a total leadership commitment and investment. There is no *quick fix* or *silver bullet*. It is a process!

- FiveStar recommends that a department-wide assessment be conducted prior to the actual training to determine training needs/issues/expectations.
- FiveStar encourages each specific department enlist participation in completing the assessment which stimulates involvement, depicts teamwork, solicits feedback from everyone involved and establishes the training mind-set in advance.
- Assessments are returned directly to FiveStar to review and recap. Results are used to build the training module. FiveStar recommends a one-on-one meeting with department heads to review the recap prior to the training. Confidentiality and rapport are key factors to ensure open input, inclusion in the process and to enlist across the board understanding, cooperation and support.
- Benefits of a long-term training approach:
 - ★ Builds powerful rapport with employees and trainer
 - ★ Sessions are designed to serve as “building blocks” - one session reinforcing the other
 - ★ Each quarter the group is challenged with what they have learned and/or implemented from the previous session which enlists more participation in the overall process
 - ★ Retention is stronger
 - ★ A solid way to keep >customer satisfaction= on the front-burner vs. the back-burner
 - ★ Provides training continuity and reinforcement.
 - ★ Customer service issues are broad. A long-term approach “paints the big picture” vs. a hit or miss “thumb-nail” sketch.

Have program will travel! FiveStar will bring the training directly to the business saving time and money. It is a cost effective and training efficient approach. Outsourcing training is a more cost-effective approach and provides a fresh perspective. Employees typically respond more favorably to an outside trainer and feel their organization is genuinely investing in them personally and professionally. A “FiveStar Certificate of Completion” is given to all participants.

Although, it is highly recommended the group size be up to 30 participants, a larger number can be accommodated. Groups can be split to accommodate schedules. AM/PM sessions.

The FiveStar style is high energy, educational, motivational and interactive to include participants into the training process. Quizzes, role-plays and other activities are utilized to encourage participation.