



**PEOPLE  
ENDEAVORS**

WE BELIEVE IN PEOPLE

# STAR Experience

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A Customer Experience program that directly  
impacts your bottom line

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Do you want customer-facing staff dedicated to creating customer loyalty?

Do you want to increase your raving fans who are ready to pay more?

Are you looking for more engagement in your employees? Loyalty?

**Are you looking for ways to improve your bottom line?**

IF ANY ANSWER IS **YES**, FOCUSING ON CUSTOMER  
EXPERIENCE WILL ACHIEVE IT

A background image of a man with glasses talking on a mobile phone, overlaid with a large diagonal grey shape.

# TODAY'S CUSTOMER CHALLENGE

With so many options for customers to choose from today whether it's a product or service, whether it's banking, retail, entertainment, hospitality or another industry, it is getting more and more difficult to set yourself apart from your competitors and get customers to choose you!

**How is it that some brands have loyal customers that turn into brand ambassadors and raving fans?**

# THE SOLUTION - **STAR** **EXPERIENCES**



Our STAR Programs are designed to **transform** your customer-facing **staffs' attitudes and behaviors**. **All programs inspire and empower** your team to **engage** more **with customers** by delivering an experience that is more Surprising, Touching, Assisting and Recognizing. Through a **variety of experiential activities and discussions**, we provide your **team** with the **tools to awaken and exercise behaviors** that will **wow customers**, ensuring that **every experience** is **unique and memorable**.



# BENEFITS OF STAR

Discover how transforming your Customer Experience can impact your business.

When you manage to go beyond customer satisfaction and exceed their expectations, that's when you create true happiness for customers.

Happier customers will always be better customers, and that's when benefits starts multiplying.

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## CUSTOMER LOYALTY

Customers who have great brand experiences are more likely to choose you over a competitor next time they are ready to make a purchase.



## EMPLOYEE ENGAGEMENT

Employees that are able to create connections with their customers in authentic ways perform better at their work, and are more loyal.



## NET PROMOTER SCORE

More people share bad experiences than good ones. For customers to promote your brand, it all starts by giving them the best possible experience.



## CUSTOMER ENGAGEMENT

Better customer experiences mean happier customers, and happy customers spend more money with your brand.



## BRAND ALIGNMENT

Memorable customer experiences connects your brand promise to the experience and helps build positive brand awareness and promotion.



## BOTTOM LINE

All things combined; happier customers and happier employees benefit your bottom line - from revenue increase to HR savings and everything in between.

# WHO STAR IS FOR

STAR is for anyone involved in the interaction between your people and your customers - from HR professionals and management, to the customer-facing people who ultimately can make or break an experience.



## INTERNAL CHANGE AGENTS

Champions in the organization driving change and innovation.



## OPERATIONS MANAGEMENT

Managers involved in operations that oversees or touches on areas of empowerment of staff.



## CUSTOMER-FACING STAFF

The point of contact between your organization and your customers, including sales teams.

# WHO USES STAR?

You'll be in good company; some of the world's most prominent brands have applied the STAR program in parts of their business.



# CASE STUDY **HOTEL**

## **BRIEF OVERVIEW**

- Part of Large Conglomerate
- +1,000 rooms across 3 hotels
- 500 employees
- Won Multiple Hotel Awards

# THE CHALLENGE

In an environment where market performance was poor, the Hotel realized they needed to do something different in order to thrive in the current economic climate. The organization conducted employee engagement surveys and received 67% across the board, reflecting their need for serious improvement to survive against upcoming market competition. Key findings revealed that employees felt disassociated and unrecognized for their hard work.

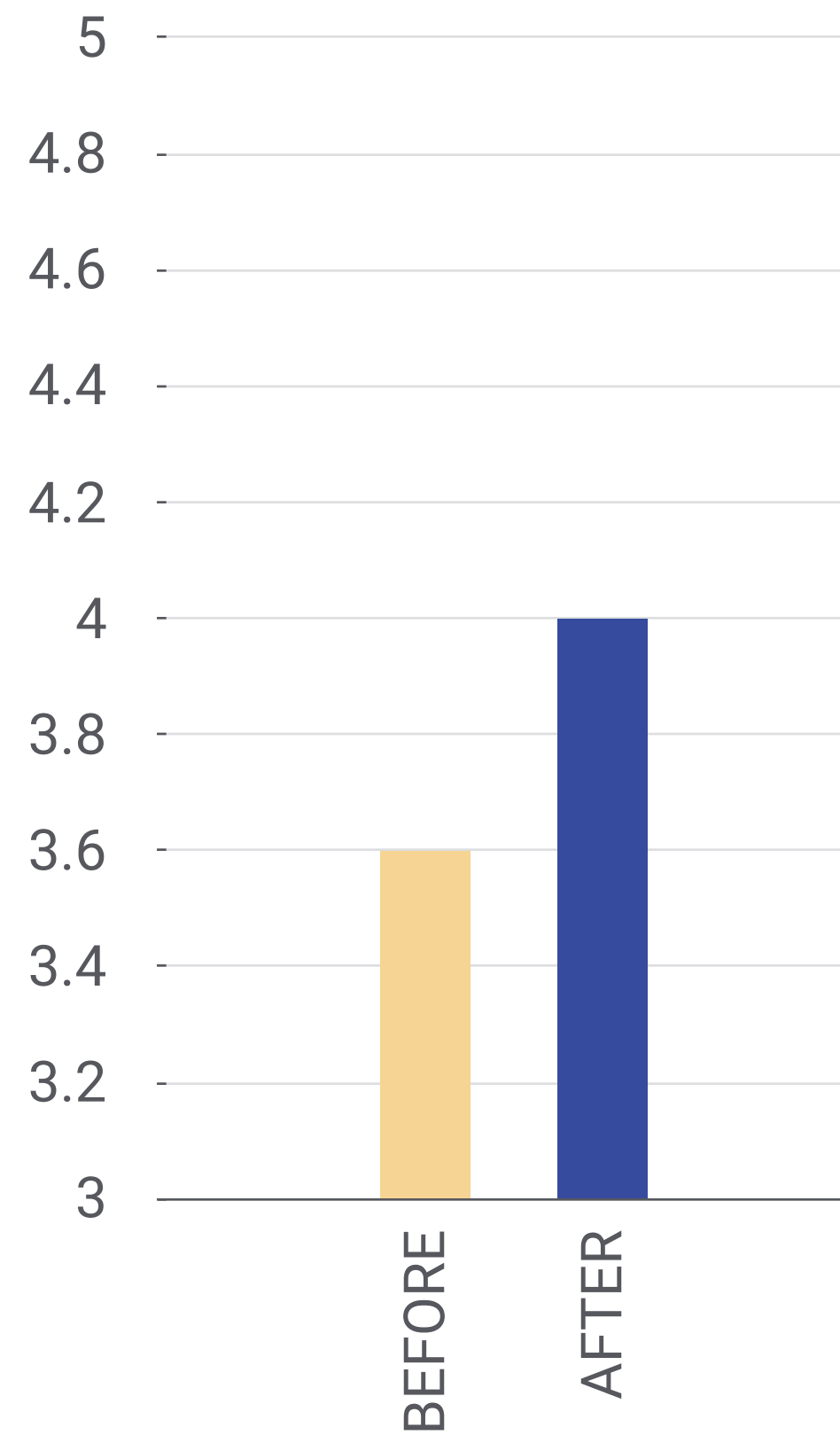
# THE SOLUTION

Inspired by CitizenM, the Hotel adopted and applied the STAR model, launching more than 50 small and large scale initiatives for both employees and guests over the span of 2 year, ultimately creating a fun and empowering environment for their employees and redefining hospitality for their guests.

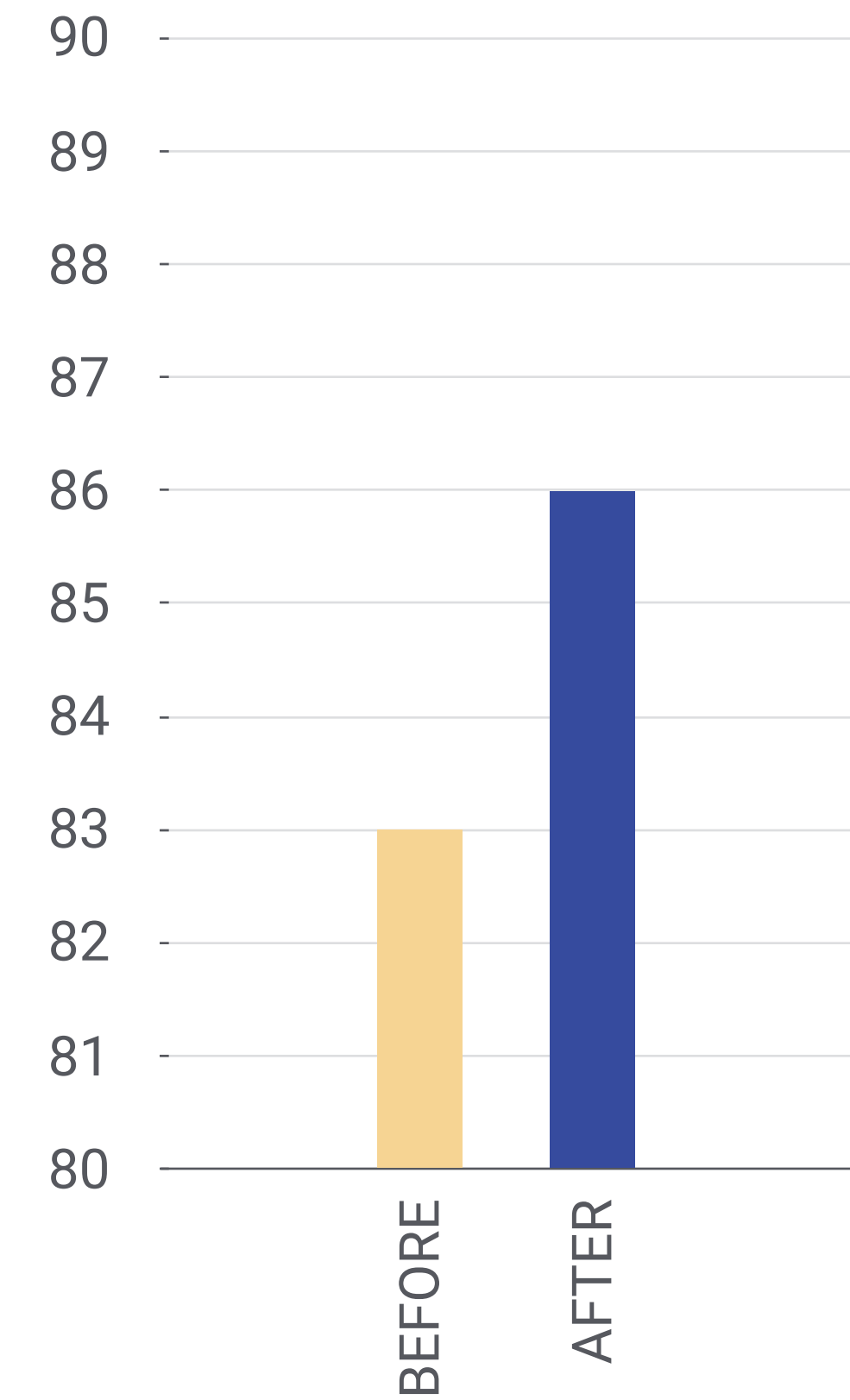
# THE OUTCOME

Employee Engagement increased by 19% over the next 3 years. An increase of positive rating reviews was also seen on websites such as TripAdvisor and booking.com, with mentions of names of individual employees that had exceeded the customers' expectations.

HOTEL REVENATE SCORE  
3.6 - 4.0



EMPLOYEE ENGAGEMENT SCORE  
83% - 86%



The background of the slide is a photograph of a modern building with a large glass facade. A sign on the building reads "Center". The image is partially obscured by a diagonal blue overlay.

# CASE STUDY **HEALTH CLINIC**

## **BRIEF OVERVIEW**

- Formerly part of Large Conglomerate Group
- 6 clinics
- 200 employees
- Provide healthcare with warmth, empathy and personalized care

# THE CHALLENGE

3 years after its inception, business performance at the Health Clinic remained low. In an already poor economic climate, the organization was underperforming and not meeting budgets. The Health Clinic soon realized a substantial change was necessary in order to sustain the business. Key findings from employee engagement surveys revealed that engagement was low. Employees were heavily focused on SOPs, a disappointing revelation in an industry where caring is crucial.

# THE SOLUTION

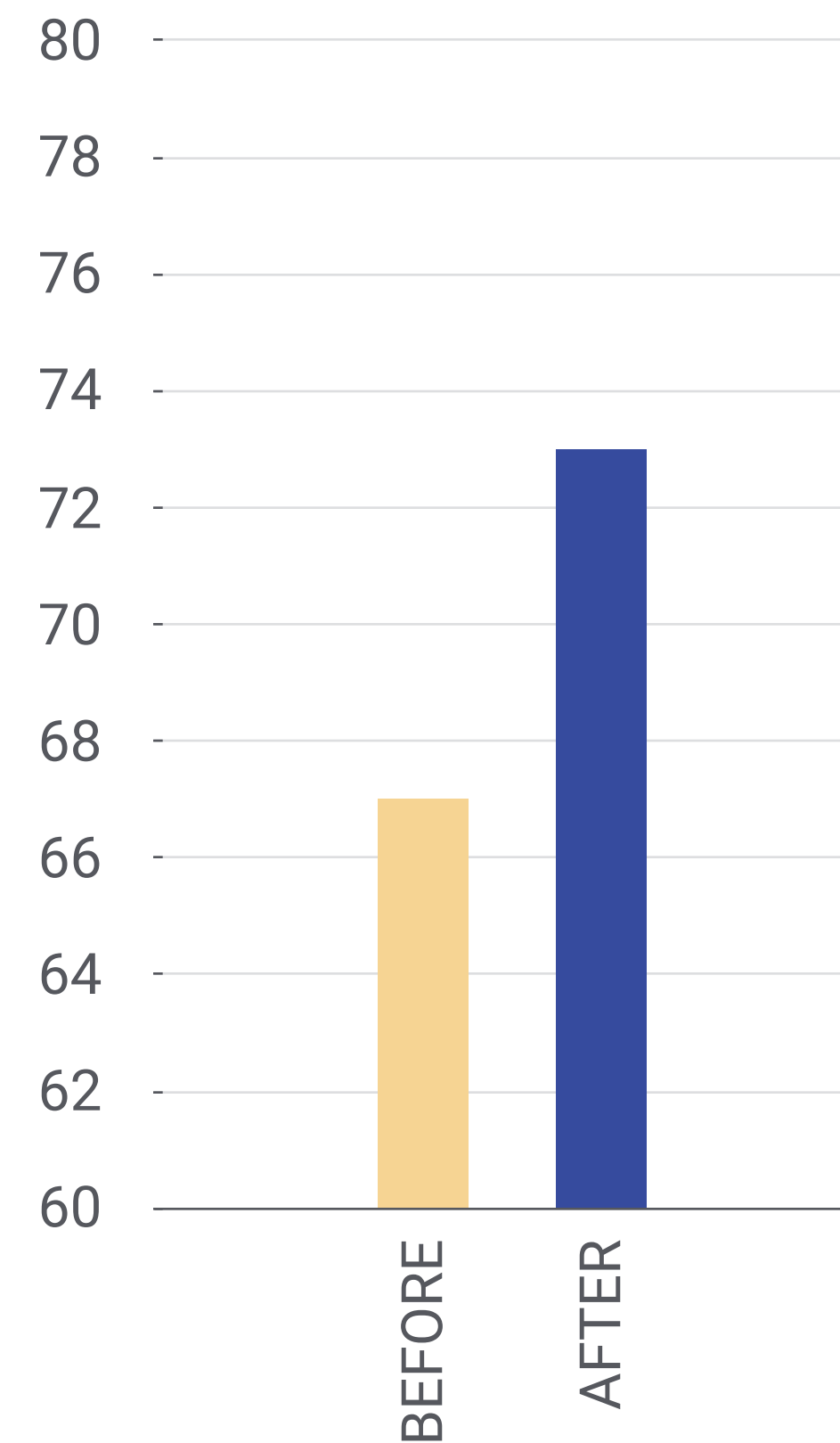
The leadership team at the Health Clinic worked to develop 4 customer experience pillars essential to the healthcare industry. The organization adopted and applied this customer experience model to their business. They were successful in transforming the experience for patients from mundane to personalized and memorable. Moreover, employees felt more engaged and empowered to go above and beyond for patients.

# THE OUTCOME

In terms of hard numbers, the Health Clinic met its budget at 100% in a financially challenging time when retail had gone down around 20% from the previous year. Meeting the budget was an important aspect in to close the sale of the business.

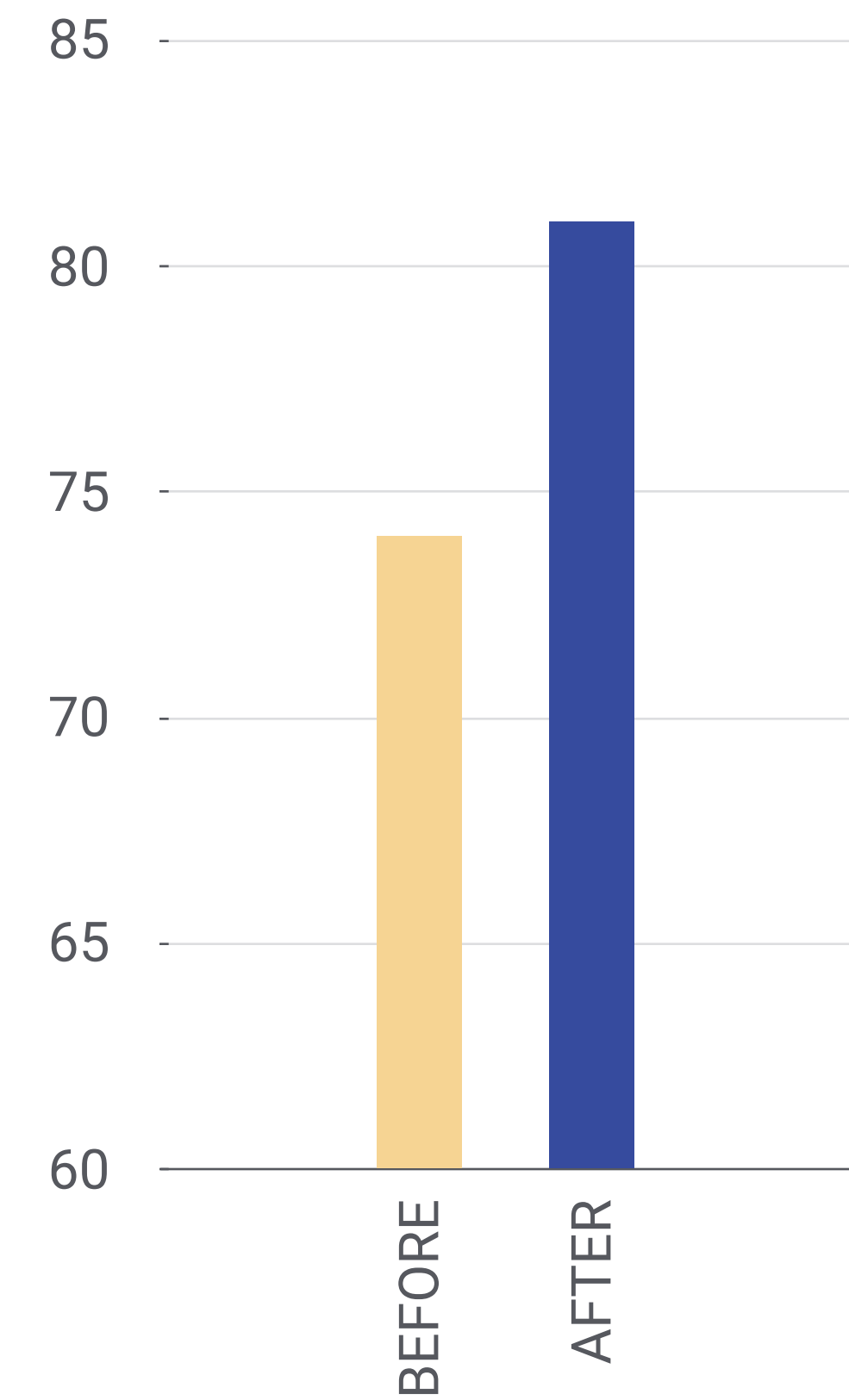
### EMPLOYEE ENGAGEMENT SCORE

**67% - 73%**



### PATIENT EXPERIENCE SCORE

**74% - 81%**



A top-down view of a restaurant table with several white plates of food. The central plate features a large, golden-brown fried item, possibly a falafel or fritter, surrounded by a red sauce and garnishes. Other plates include a salad with cherry tomatoes and a bread basket. The background is a light blue and white geometric pattern.

# CASE STUDY **FOOD GROUP**

## **BRIEF OVERVIEW**

- Part of Large Conglomerate
- Multiple Restaurant Brands
- Global Outlets
- World Class Cuisine

# THE CHALLENGE

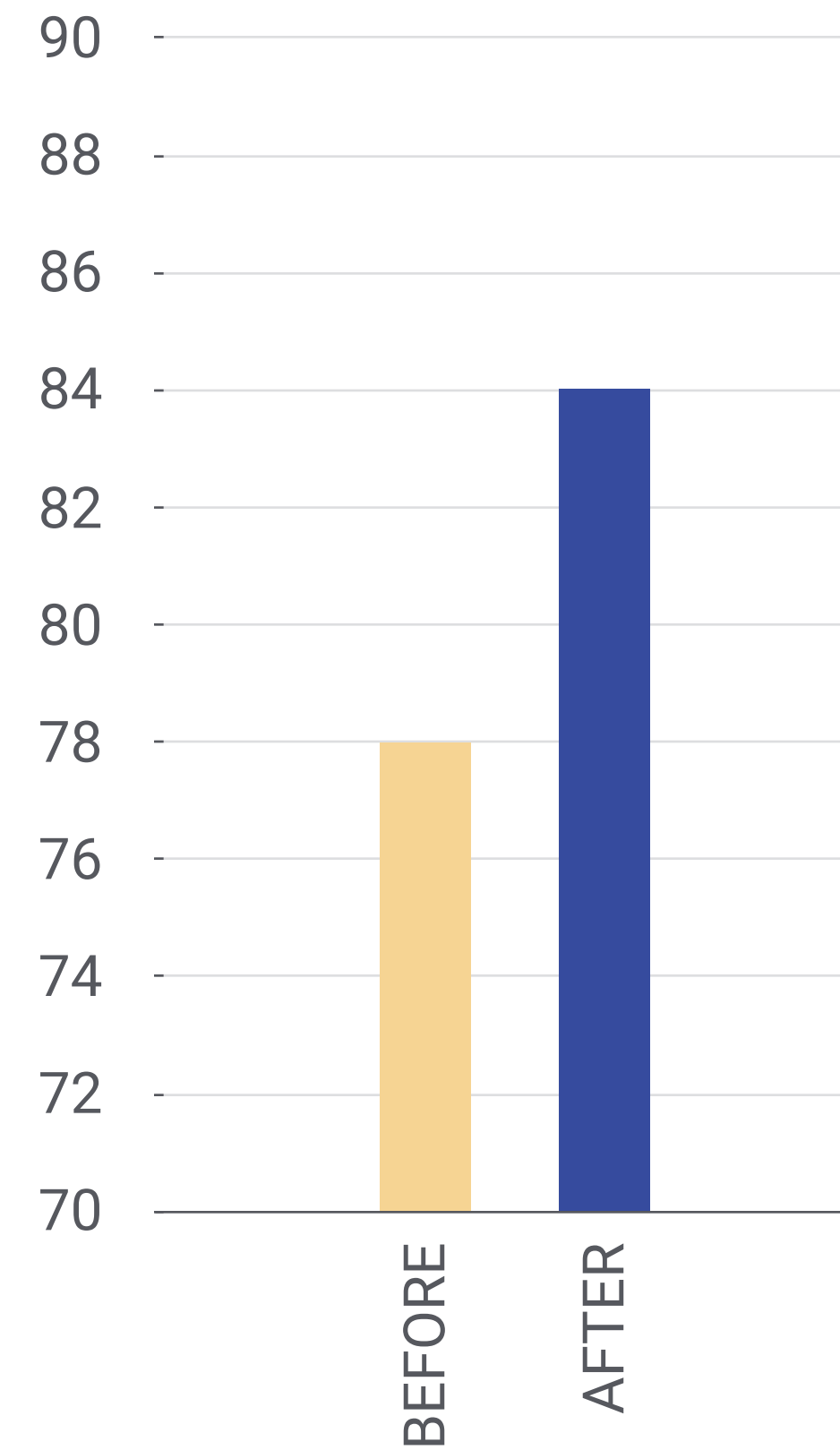
In a highly competitive industry, 7 diverse brands were attempting to operate in a low performing market. Employee engagement and customer satisfaction surveys revealed huge inconsistencies across brands. The Food Group realized that a significant transformation was essential in order to deliver consistently memorable customer experiences and outperform the competition. Key findings showed high employee turnover and low employee engagement.

# THE SOLUTION

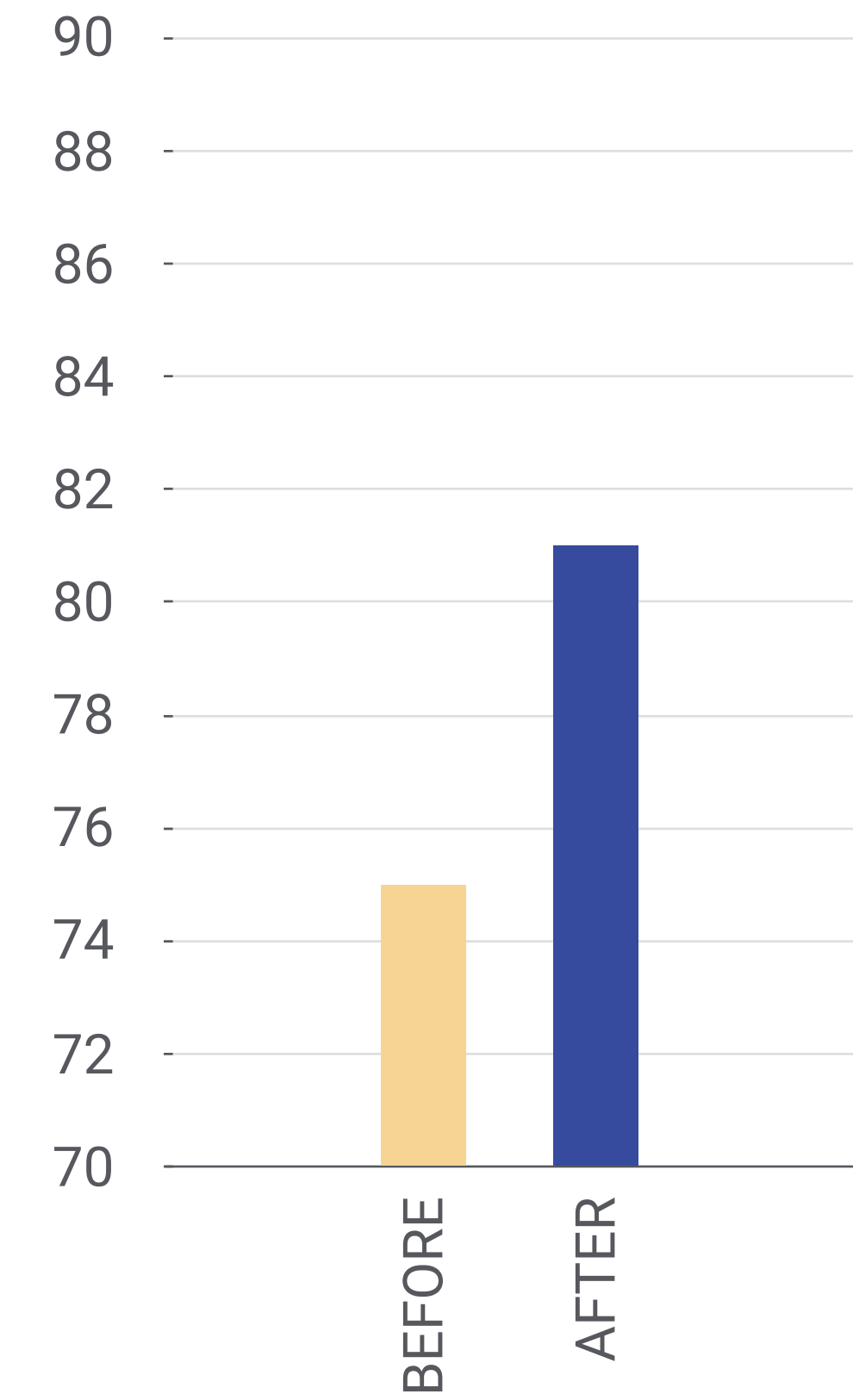
To ensure continuous customer experience success in the organization, a 'Train-the-Trainer' program was rolled out, empowering HR Professionals with the tools to pass the teachings on to the entire customer-facing staff.

# THE OUTCOME

EMPLOYEE  
ENGAGEMENT SCORE  
**78% - 84%**



NET PROMOTER SCORE  
(NPS)  
**75% - 81%**



# A **PERFORMANCE** **SOLUTIONS PROGRAM**

Performance Solutions (PS) is based in the Netherlands with offices in Amsterdam, London, San Francisco, Minneapolis, Frankfurt, Brussels, Dubai, Mumbai, Singapore & Hong Kong.

**We are the agents of Performance Solutions and STAR Experience Workshops**, designed to help brands create the best customer experience possible.



*"We are Experience Engineers. Experience is the main loyalty driver, and is always personal. We (help) shape what people experience, by Reverse Engineering. Our why is to spread delight by being fun, empowering, engaging and different."*

# PS CASE STUDY **IKEA JAPAN**



- Founded in 1943 in Sweden
- 411 locations worldwide
- 194,000 employees
- Known for its modernist designs for various types of appliances and furniture, and its interior design work is often associated with an eco-friendly simplicity

# THE CHALLENGE

IKEA Japan had a problem: its customers demanded a much higher standard of service than is usual in other countries. The IKEA model is heavily based on self-service, and requires people to do most of the shopping themselves. Competitors offered much more pro-active service in the stores, for a much higher price. "It was clear that we needed an efficient and effective way in which we could put the Japanese customer first," says Cliff Crosbie, former Deputy Country Manager at IKEA Japan. Yet, this way had to fit the IKEA culture. IKEA's mission was to establish IKEA's brand identity in Japan. This meant that the company wanted to stick to its globally successful concept and strategy.

# THE SOLUTION

Together with IKEA, Performance Solutions took the time to really understand the IKEA model and think about how the brand could fit within the Japanese customer culture. We scanned the retail landscape in Tokyo, and combined this with insights from interviews with customers and staff. This research resulted in the 'Customer 1st!' program, which was rolled out in IKEA stores throughout Japan. To express IKEA's desired experience, we used their name as an acronym: **I**nspiring, **K**nowledgable, **E**ngaging, and **A**ssisting. We then reversed the acronym in order to describe the steps that lead to the desired experience: Assist to Engage. Be Knowledgeable to Inspire.

# THE OUTCOME

Yoko Kitano, Customer Relations Manager Ikea Japan: "Performance Solutions has developed a wonderful sales training program for IKEA Japan. We have a strong company value in which we all believe and a system to support it. Performance Solutions closed the gap in between. We love it, and we live it!"

- High engagement amongst trained employees, due to co-creation.
- Significant increase in employee and customer satisfaction.
- Direct boost in sales in both conversion and average transaction.



PS  
CASE STUDY  
**WORLD HOTELS**

- 47 years of excellence in the industry
- 350 of the world's most unique independent hotels
- Part of Associated Luxury Hotels
- Associated Luxury Hotels is a significant, full-service “soft brand” solution which provides an array of Global Sales Organization services with broad-reaching reservations connectivity solutions and a powerful sales and marketing infrastructure

# THE CHALLENGE

Worldhotels is dedicated to offer their hotel portfolio of venues worldwide a comprehensive, global, learning and development solution. The solution should have a special focus on revenue optimization and providing optimal service delivery. At the same time an effort should be made to set the employees of the Worldhotels family up for success, and offer them unique opportunities to develop their skills and competencies.

# THE SOLUTION

We developed a learning and development program especially tailored to the company's mission to 'Dream, Dare and Do'. The program was focused on offering personal growth for the employees of member hotels, giving them opportunity to grow personally and professionally with a bespoke training curriculum of face to face and eLearning solutions offered in multiple languages across the globe.

# THE OUTCOME

- A curriculum that actively engaged over 2500 delegates globally in 2014 in training initiatives both in direct face to face training as well as in a variety of on-line learning opportunities.
  - A delegate satisfaction rate of over 97% demonstrating the quality and relevance of the program content and the delivery style.
    - Customized training content built solidly around the individual hotel key performance indicators showed positive impact on the hotels internal quality performance scores in 2014

# OUR TEAM



## **PRASANITA THAPAR**

Managing Director

HR professional 30+ years; HR Management Consultant, Executive Coach. Led large cross-functional teams, worked in the US, UAE, Sri Lanka, Oman, Egypt, India.



## **NATASHA ROCKSTROM**

Strategy Director

15 years experience encompassing financial services, business consultancy, real estate development and social enterprise. Finance EMBA. Worked in the ME, US, Canada and Sweden.



## **MARTIN ROCKSTROM**

Operations Director

15+ year of experience in marketing, brand building and customer experience, big digital enthusiast. Passionate environmentalist who served on the board of the Swedish-American CoC in San Diego.



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**Thank you!** شكرا

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