



EXPERIENCE STARS ENERGIZER

FACILITATOR GUIDE



EXPERIENCE STARS FACILITATOR GUIDE - 2ND EDITION (DECEMBER 2018)

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"This facilitator guide is an important step which will make you a STAR facilitator!"

Welcome!

For those curious about the behaviors of Experience STARS and how to become one themselves, read on!

Satisfaction is not enough anymore. Experiences are all about meaningful connections to create a lasting memory. Not occasionally, but consistently. This video shows how co-workers of winning brands are, in fact, Experience STARS. It is their behavior which makes successful brands stand out. After all, customer experience is the primary driver of future loyalty. Whatever customers experience, determines whether or not they will come back to purchase again, or not. It also determines what information they will verbally share with others and what reviews they leave on social media. Customers have much more faith in reviews from total strangers than what the brand says about themselves (online and offline).

Customers are experienced and knowledgeable; opinions are shared widely in personal interaction and via social media. Customers have seen and experienced more than ever before and therefore expect more. Averse to standard scripts and fake smiles, the connection with the customer has to be real and authentic in order for it to be truly personal.

Once customers have experienced something memorable and delightful, this quickly becomes an expectation. If subsequent experiences are not of the same quality as the first, your customers will be disappointed. On the other hand, if people have experienced something five times and it was exactly the same experience each time, the whole approach becomes predictable and boring.

What is delivered (product, service or solution) needs to consistently exceed expectations, only then will your customers come back and buy again.

Customer Experience (CX) is hot! CX is the expression of how customers experience the interaction within any channel or touch point of an organization- online or offline. These experiences can be personal and generic, physical and digital, conscious and subconscious, rational and emotional. These perceptions have a direct impact on future customer behavior, such as intent to repurchase, likelihood to recommend, and what they share with others about their experience. In turn, this has direct impact on brand reputation and brand value.



ANDRE A WIRINGA

CXO/Managing Partner
of Performance Solutions
Author of Start Reverse



"Experience has become the (new) battlefield!"

SO, IN SHORT,

Experience is the main driver of loyalty, This means that creating consistent, memorable customer experiences is key. And this is exactly where some brands are successful and others struggle. In that sense, experience has become the (new) battlefield.



Meeting expectations will create satisfied customers, which is important. Yet “good” and “satisfaction” are no longer good enough.



“You need to go beyond operational excellence and delight your customers to make them a fan or a promoter of your brand.”



Customer loyalty goes further and tells you to what extent customers think you are beyond good; be it great, awesome, delightful, etc. Loyalty has multiple dimensions and is an expression of attitude, feelings and behavior.

Working with and learning from experience game changers such as:

Apple, Nespresso, Le Pain Quotidien, Lush, Tesla and CitizenM shows us their interactions with their customers, are truly engaged with their customers. The experience customers have then turns them into active promoters and **happy fans**.



When looking at the experience these brands build in a very consistent manner, you could say they are all Experience **STARs**. Whereby **STAR** stands for their behavior and interaction:

S URPRISING

T OUCHING

A SSISTING

R ECOGNIZING

Co-workers of these brands are engaged in order to surprise, touch, truly assist, and recognize their customers. You can say co-workers need to recognize their customers in order to be able to truly assist them. By touching their customers, the interaction(s) will become surprisingly personal and delightful.





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Everyone can
choose to be(come)
an Experience
STAR!



be(come) and
Experience STAR!



SUPRISING TOUCHING ASSISTING RECOGNIZING



*"Everyone can
choose to be(come)
an Experience
STAR!"*

Experience STAR behavior stands for:

SURPRISING

SURPRISING is about exceeding beyond expectations. When customers get what is expected, the experience then becomes an everyday satisfactory transaction, which is basically nothing more than having a reason to not complain. By exceeding expectations, you surprise your customers and create memorable experiences. Experiences which will then be shared!

TOUCHING

TOUCHING means making your interaction, assistance, and delivery really personal. It is about making an emotional connection, which becomes a cherished memory.


ASSISTING

ASSISTING in this context is about truly helping and making a difference for your customers. Going beyond routine standards and procedures by offering the best solution for your customers. Each and every single one of them!

RECOGNIZING

RECOGNIZING is about understanding who your customers really are. Read your customers, listen to what they say and don't say. What mood are they in? What are their needs and what do they expect from you?







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A second large rectangular writing area with a thick magenta border, identical in size and layout to the first one, containing six horizontal lines for writing.



A vertical column of 18 horizontal lines, providing space for writing or notes.



A large empty rectangular box with a thick pink border, intended for a drawing or diagram.



INTRO

ABOUT THE SCRIPTS

This script uses the movie “Hollywood STAR” theme as a metaphor for experience. All of your participants play an important role in bringing customer experiences to life, hence, they are Experience STARS. After watching the Experience STARS movie and experiencing this training, your participants will be able to provide authentic experiences and will be(come) consciously **Surprising, Touching, Assisting,** and **Recognizing.**





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CUE CARDS

Cue Cards!

The cards for this Energizer have been scripted, but as any good actor knows, an added personal 'flair' or approach must be added to the script, to really make it your own.

Some tips from our side to customize the Experience STARs Energizer for your audience:

- When you act like a teacher, your participants will be students. Listening to what you have to say. When you position yourself as an energetic facilitator, it will be clear that the success of the Experience STARs Energizer is a joint effort!
- Be energetic, friendly and fun!
- Ask lots of questions. Your participants' example of a situation is always better than your own example. Simply because it's theirs.

Use open-ended questions like:

- What was the best experience you had as a customer?
- Why was this a great experience?
- What did the employee do to make you remember this experience?
- How can you apply this in your work?
- Which challenges might hinder you from doing so?
- Who can help you to become (even) more aware of your own behavior?
- What are benefits of having Standard Operating Procedures? What might happen if you stick to them in every situation with every customer?

Results:

- Use results from a short survey with employees and/or customers about the actual customer experience within the organization (or even mystery visiting a venue) might give you some great relevant input to use during the energizer!

HOW ARE THESE LEARNINGS BUILT UP?

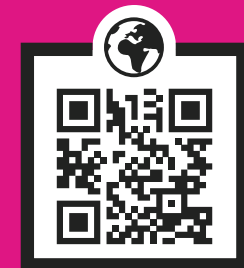
Each of the components within the Energizer are 'building blocks'. They have been fully scripted for your convenience and each of the blocks has been scripted on separate cards.

THE ENERGIZER

The Energizer facilitates experience-based learning, which means most of the Energizer is about 'doing' and 'experiencing', to truly understand what is being discussed during the Experience STARs movie. By means of this energizer the learnings from the video will be brought to life.

PS. DO YOU WANT TO WORK ON YOUR TRAINING/FACILITATION SKILLS?

Then you might want to join the Experience STARs Certification program. During this 3-day course, you will work on your training and facilitation skills and become fully immersed in the Experience STARs program!



'EXPERIENCE STARs PROGRAM'

Scan QR code for more information



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VENUE TIPS

MATERIALS CHECKLIST		<input checked="" type="checkbox"/>
	Keynote / PPT	<input type="checkbox"/>
	REVERSE Prologue (the video)	<input type="checkbox"/>
	Experience STARS (the video)	<input type="checkbox"/>
	Handout 'Improv'	<input type="checkbox"/>
	5 Star-shaped cards per participant	<input type="checkbox"/>
	Music	<input type="checkbox"/>
	Camera (a cell phone camera)	<input type="checkbox"/>
	Gold / Silver Balloons	<input type="checkbox"/>
	Permanent Pens	<input type="checkbox"/>
	Tape	<input type="checkbox"/>
	Post-its	<input type="checkbox"/>
	Flip Chart	<input type="checkbox"/>
	'Improv' Cards	<input type="checkbox"/>
	Brown Paper	<input type="checkbox"/>

Venue Tips!

Setting the stage is crucial to the success of the Experience STARs Energizer.

SETTING THE STAGE

A boardroom setting with a huge table in the middle simply won't create the openness you need to get people to join the party. Playing "Everybody Hurts" by R.E.M. through your speakers won't create the same energy as when you play "You're On" by Madeon. So be mindful when setting the stage.



'MUSIC SELECTION'

Scan QR code for more information
<https://www.spotify.com/nl/>
 See - PS Startup

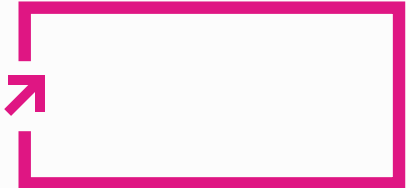
Here are some great tips:

- If possible, try to have the STAR Energizer in a movie theater-like setting. If not possible, arrange chairs in a theater-like formation.
- Have a "Paparazzi Corner" complete with gold or silver backdrop where participants can have their photo taken upon entry.
- Music playing upon entry (musical selection via QR).
- Welcome everyone entering the room, pay full attention to the participants as they enter the venue.
- Designate one "hot seat"... (For fun, canoe decorated in gold or silver too!).
- Arrange for drinks/refreshments/popcorn or healthy snacks on the table.
- Use our mood board card as inspiration for your room and F&B SET-UP.

MAIN LEARNINGS

- ☑ Understand the importance of connecting hearts and likes as a result of people to people experience. After all, people are the experience.
- ☑ Gain insight into Experience STARs and how to bring STAR behavior to life within your organization to create STAR moments for your customers.
- ☑ Understand and be able to explain the principles of Reverse Thinking.
- ☑ Recognize concrete behaviors needed to become an Experience STAR.







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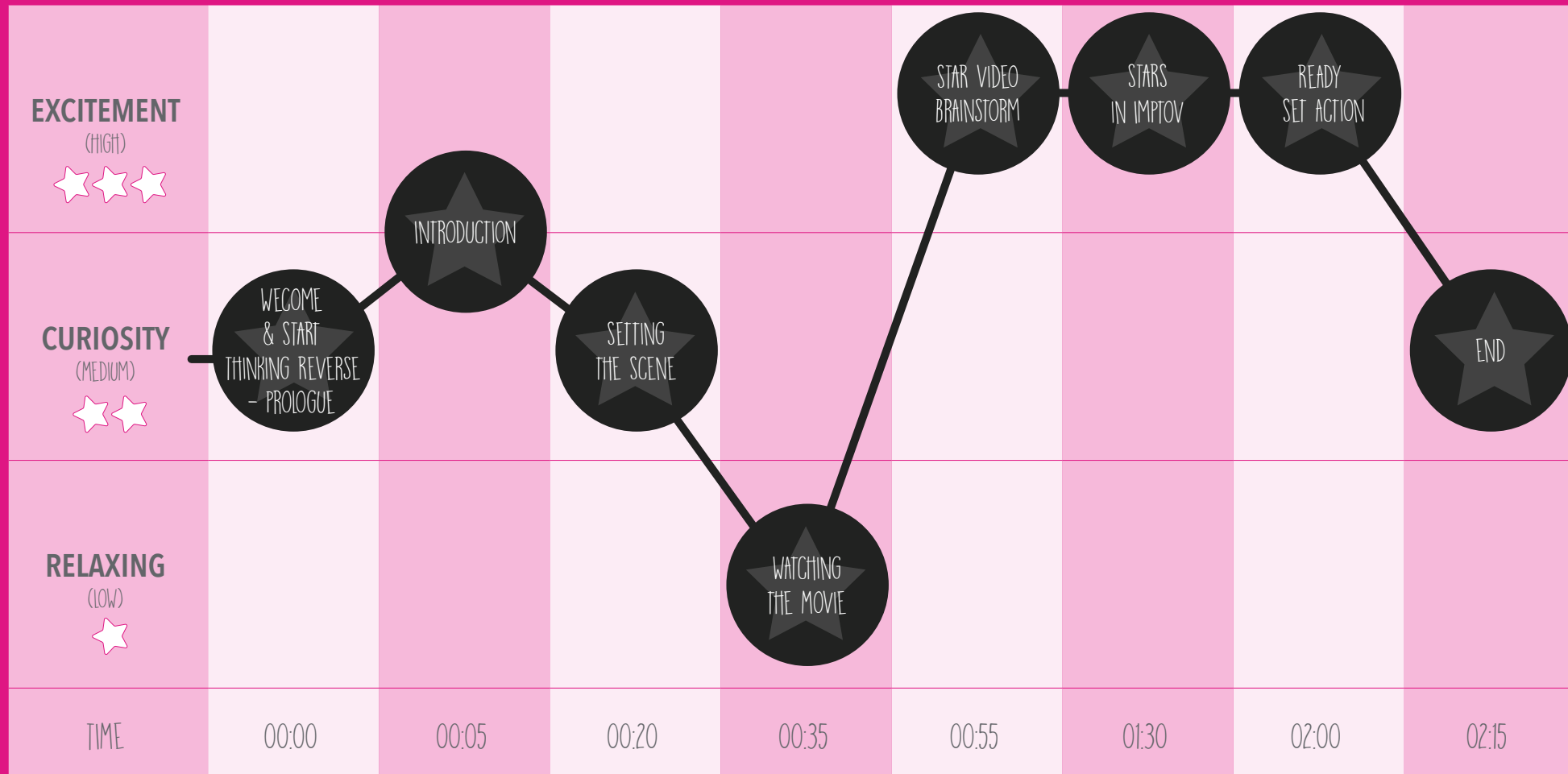
RUNNING THIS SESSION, A PLAY BY PLAY

FACILITATION ICON KEY

-  FACILITATOR NOTE
-  OBJECTIVE
-  TO DO
-  TIPS & TRICKS
-  LEAD
-  TIME
-  ASK
-  SAY
-  SHOW

 Become an experience STAR in 2 hours!

PROGRAM ENERGIZER ENERGY LEVEL





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WELCOME & STAR PROLOGUE



TIME
5 Mins

SET-UP

- Show Reverse Prologue
- Ask participants for their views/opinions



OBJECTIVE

Get goosebumps and become pumped up for experience when watching the prologue. Understand that customer experience is all about impacting peoples' lives in a positive way.

MATERIALS CHECKLIST



- REVERSE prologue video



Explanation:



FACILITATOR NOTE

During the welcome it is important to make sure you as the facilitator really bring STAR to life by being Surprising, Touching, Assisting & Recognizing to the participants. So, roll out the red carpet and make participants feel like true Experience STARS! Here a few examples to get you STARTed:

- **Surprise:** Play funky, up-beat music upon entry.
- **Touch:** Shake everyone's hand, giving them a genuinely warm and personalized welcome.
- **Assist:** Put everyone at ease by offering them refreshments, offering to pull out chairs, etc.
- **Recognize:** Address everyone by name and note something positively unique about them!



TO DO

Turn the volume up and play the Reverse prologue without any further introduction. Why? Because they expect you to start talking. Not doing so is a surprise in itself. Introducing the Reverse Prologue will create a certain mindset, the opposite of what you are aiming to achieve.



ASK after showing the prologue

When the video is at the end, position yourself in front of the participants and exude a 3-5 seconds of silence. Just look at the participants in a friendly way. Giving them time to reflect on what they just saw. Then ask a few questions to get the discussion going:

- What did you see?
- What did you feel when watching this video/ introduction?
- What or who touched you most? And why?
- What would it bring you (us) when we positively impact our customers lives?



FACILITATE

You want participants to truly feel the message of the prologue. To get the discussion started and create a safe atmosphere to participate, lower your energy level. You don't have to whisper of course. To connect even more, grab a chair and sit down at the same level as the participants (circle of chairs).



EXPLAIN

It is the end of customer experience as we know it! Even in the movie industry things are changing. Going from black and white to IMAX and 3D- movies these days are an experience unto themselves! Okay, that was a side note. Back on track: meeting the expectations of our customers is no longer enough. We need to go above and beyond, we need to exceed the expectations of our customers.

Our customers are more experienced, worldly, opinionated and connected than ever before. This means the opinions and the experiences people have are going to be shared worldwide.



EXPLAIN

So remember, success is no longer counted by dollars and likes, but by how many lives we positively impact. Financial gain is just a result of doing a great job impacting peoples' lives. When you make them smile and feel good, they will be more than happy to spend their dollars with you/your company!





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STAR INTRODUCTION



TIME
15 Mins

SET-UP

- Welcome
- Trainer introduction
- Participant introduction



OBJECTIVE

Acquaint yourself with the other Experience STARS.

MATERIALS CHECKLIST

X N/A





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SETTING THE SCENE



TIME
15 Mins

SET-UP

- Go over stats and FAQs about CX
- Show a YouTube clip
- Discuss



OBJECTIVE

Understand the sense of urgency and focus on customer experience, why now?

MATERIALS CHECKLIST

- | | | |
|------------|-------------------------------|-------------------------------------|
| Laptop | Keynote/ppt with photos of CX | <input checked="" type="checkbox"/> |
| YouTube | YouTube Clip | <input type="checkbox"/> |
| Flip chart | Flip Chart | <input type="checkbox"/> |
| Pen | Permanent Pens | <input type="checkbox"/> |



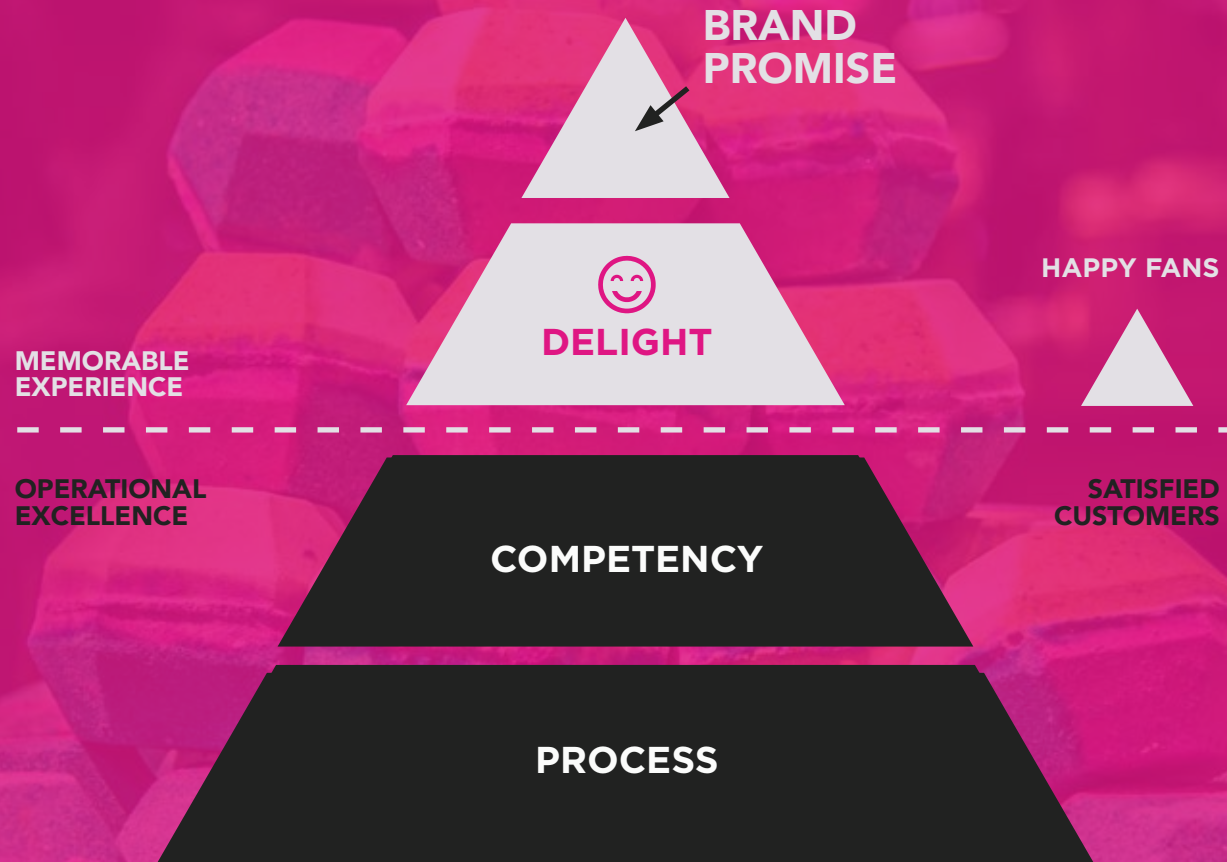
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EXPERIENCE PYRAMID



Explanation: (Continued)



ASK

- What is a commodity?



EXPLAIN (when necessary):

A commodity is an exchangeable product or service. It doesn't matter who produces or delivers it. Like a paper clip or soda, I can buy it almost anywhere. Even in the supermarket. So why would I pay more in a restaurant? Because I get it served. And when it's a great spot with friendly people, I'm even willing to pay a little more for the same glass of soda. Right?

SAY



Good is no longer good enough, simply satisfying customers may have been sufficient a decade ago, but in the current customer experience climate, building satisfaction is not enough anymore. As we mentioned before, opinions are shared widely. A bad review about a restaurant in NYC could reach a traveler from Hong Kong, and this could affect his/her choice to bother dining in that particular establishment when visiting NYC.

Meeting expectations will create satisfied customer, which is important. Yet 'good' is and 'satisfaction' are simply not enough anymore. You need to go beyond operational excellence and delight your customers to make them a fan or a promoter of your brand.



FACILITATOR NOTE

Show the Experience Pyramid on your screen or draw it on a flip over.



SAY

The Experience Pyramid is a good way to visualize this. To live up to customer expectations, we must first get the basics right. Our processes, standards and norms must be of a very high standard. Satisfying expectations is just as important. However, simply satisfying our customers is no longer enough. We need to exceed expectations; if we want to gain and maintain a STAR experience we must put our customers at the heart of everything we do and go beyond satisfaction! The difference between fulfilling expectations and exceeding expectations can mean the difference between satisfied customers and happy (loyal) fans!



We are here to close the gap, differentiate ourselves, and become STARS in customer experience!



EXPLAIN

Customer Experience is hot. And it is not just a trend. It is a strategic priority and it is here to stay. Customer Experience is an expression of how customers experience an interaction within any channel or touch point within an organization. The perceptions of our customers directly impact future customer behavior such as intent to repurchase, likelihood to recommend, and what they choose to share with others about the experience. This, in turn, has more impact on brand reputation and brand value than anything else.

In short, Customer Experience is the primary driver of loyal customers. Creating a consistent and memorable experience is therefore, key. This is exactly where some brands are successful, yet most struggle.



EXPLAIN

In order to really be CX focused, you need to put the customer first. Put them in the heart of everything you do as a team and organization.



Experience is the New Battlefield!





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STAR VIDEO



TIME
15 Mins

SET-UP

- Show the full Experience STARS movie.
- Come up with tangible STAR ideas.



OBJECTIVE

Experience, watch and preview the full video on Experience STARS. Understanding STAR behavior (Surprising, Touching, Assisting and Recognizing) and getting familiar with examples of this approach in different situations and industries.

MATERIALS CHECKLIST



Experience STARS
Movie





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STAR VIDEO BRAINSTORM



TIME
25 Mins

SET-UP



- Discuss answers to the four questions that were raised during the video in four groups
- Rotate groups



OBJECTIVE

Share applicable STAR behaviors and ideas on how to bring STAR behavior to life.

MATERIALS CHECKLIST

-  Four Flipcharts (or four pieces of Brown paper fastened to the wall) with one of the four STAR letters written on it.
-  Permanent Pens

Explanation:

FACILITATOR NOTE
Break the group up into four sub groups of max six participants.

With larger groups you can create more sub groups (e.g. 8, 12, 16). Please note you will need a second facilitator to co-host you during this exercise. That might be just a colleague jumping in to help. The main task of the (co)host will be to ask questions and help participants to deepen their answers.

EXPLAIN
 I've just split you up in sub-groups. We have four groups in total, matching the amount of flip-overs I have hung up. As you can see, each flip-over has a letter from "STAR". In a moment you can pick one flip-over with your group. For example: when you are at the SURPRISE flip-over you will be sharing the answers that you gave about SURPRISE while watching the movie. The other groups do the same for TOUCH, ASSIST and RECOGNIZE. Write down as many ideas related to the topic of your flipchart as you can. You will have five minutes at each flipchart, after which I will instruct you to rotate clock-wise to the next flipchart where you read and then add your input to it.

SAY
 Please make sure you make the answers applicable and tangible. We're talking about behavior here. Stay away from abstract thoughts or answers.

FACILITATE

AFTER 5 MINUTES
 Let the groups switch clock-wise to the next flipchart and discuss answers to their question of the next behavioral STAR letter.

TIP & TRICKS

Please pay attention to:

- If you have more time, you can extend the length of each round to 10- max 15 minutes.
- Make sure all participants are standing at the flipchart. Standing up creates energy.
- Use your voice to shout things like: "This looks great!" Two minutes left, how are you doing? Etc.
- When participants have a hard time to making their answers tangible: coach or challenge by asking questions like, "How can I see that" or "What do you mean by that?".
- You can also ask participants for their attention after the first round and ask how they experience the exercise. And then give them some plenary advice.





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STARS IN IMPROV



TIME
30 Mins

SET-UP

- Explanation rules of Improv + authenticity







OBJECTIVE

Share applicable STAR behaviors and ideas on how to bring STAR behavior to life.

MATERIALS CHECKLIST



-  "Rules of Improv" card
-  A bowl and empty pieces of paper (to write the cases on) – Two per participant
-  A Cell phone to record the roleplays
-  Permanent Pens

Explanation Activity!





OBJECTIVE

Recognize and use the rules of Improv in order to apply these principles to daily work and become a true Experience STAR.



FACILITATOR NOTE

Use Improv Cards



Six Basic Improv Rules

1

DON'T DENY

Denial is the number one reason most scenes go bad. Any time you refuse an offer made by your partner, your scene will almost instantly come to a screeching halt. Example: Player A) "Hi, my name is Jim. Welcome to my store." Player B) "This isn't a store, it's an airplane. And you're not Jim, you're an antelope."

2

DON'T ASK OPEN-ENDED QUESTIONS

For example questions like "Who are you?" are scene killers because they force your partner to stop whatever they are doing and come up with an answer. When you ask your partner an open-ended question, you put the burden of coming up with something "interesting" on your partner - so you are no longer doing a scene together, but forcing one person to do more work than you are willing to do.

3

YOU DON'T HAVE TO BE FUNNY

The secret of Improv is the harder you try not to be funny the more funny your scene is going to be. Why? Because the best kind of Improv scene you can do is an "interesting" scene, not necessarily a "funny" one. When you do an interesting scene, a surprising thing happens... the funny comes out all by itself. The best route to take is to stick to your character and the story being told. Also keep in mind to stay within realistic terms of the scene you are acting out.

4

MAKE YOURSELF LOOK GOOD BY MAKING YOUR PARTNER LOOK GOOD

When you are in a scene, the better you make your partner look, the better the scene is going to be and, as a direct result, the better you will look too. All too often, I've seen players enter a scene and you can tell they have this great story about a character they are going to portray. This is wonderful, but guess what? Your partner probably has absolutely no idea what's cooking in your mind, and so, has no idea how to react. And no matter how brilliant your idea might be, it's practically worthless if the scene as a whole goes bad.

5

TELL A STORY

Storytelling is probably the easiest rule to remember, but the hardest one to follow. The real magic of Improv is when we see the players take totally random suggestions (like a plumber and a cab driver selling shoes in the streets of Marrakesh) and somehow "make it work". If all these unrelated elements are going to come together, then it's going to happen in the course of an interesting tale. So that's just what the players are going to try and do, tell us all a story.

6

BE AUTHENTIC

Be authentic is one of the most important rules for Improv, but can be applied to daily situations as well. People want genuine, authentic interactions. For customer experiences, customers ultimately want experiences and interactions that are authentic, not scripted, not memorized and certainly not one size fits all.



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Explanation:



FACILITATOR NOTE

TO DO

Record these Improv videos and load these onto the mobile learning platform.



EXPLAIN

So now we have brainstormed about STAR ideas, can we just put them together as a STAR manual (point at the flipcharts)? Can you script a great customer experience?

FACILITATE QUESTION

This question might (and is supposed to) create some discussion. Don't dive into it. Just nod and look friendly. Maybe even take a step backwards and let it happen for a 10-20 seconds. Then step in again and move on with your explanation



EXPLAIN

Well, you can script service... Like McDonalds. Good afternoon, may I take your order? Do you recognize it? Yes! Is it bad? No, it's not. Actually, they are quite successful with it, right? But do I feel surprised after visiting the McDonalds? Did I become

emotional because they really touched me on an emotional level? No! Well... maybe anger because I discovered at home that my order was wrong but that's a different matter. But let's not go there. The main questions is: would I recommend McDonalds after a visit to my family and friends? Did I become a true fan of McDonalds?

Our challenge is to create an experience that is memorable AND consistent. Not by doing the same thing with every customer. It won't work because we already agreed on customer experience always being a personal experience. Because people are different, expectations are different and situations are different. Even within one organization, co-workers are different people. Acting in their own different and authentic way.

But you can show the same behavior to every customer. Always surprise your customers, go beyond their expectations. Touch them in a personal way. Assist them with whatever makes them happy. Recognize the customer as a person. In order to do so you need, besides standards & procedures, the ability to feel good with just 'letting things happen'. Being a true Experience STAR requires improvisation and that is something you can learn. Yes, really!

Most people are wired up to think about what should be. Or what is supposed to happen. When I need to have a difficult conversation, I tend to script in my head what I'm going to say. And for some reason, those conversations never go the way I planned them to go. Do you recognize that? Let it go. Take it as it is and take that situation as a starting point.



"Everyday conversation is a form of jazz."

by Stephen Nachmanovitch

Explanation Activity!

OBJECTIVE

We are going to Improv (role-play) real-life good and bad customer experiences.



EXPLAIN

- Each of you will write down one bad case that you have experienced yourself (or heard from friends/family etc.). Write down one sentence to start off the Improv session.
- Each of you will also write down one exceptional experience you have had. Write down one sentence to start off the Improv session.



FACILITATE

Place all the papers in this bowl. We will randomly select one of the papers. One of you in the role play will play the role of customer and another person plays the role of experience 'provider'. The provider must continuously go above and beyond in either making the experience great or even more bad!



TIPS & TRICKS

Remember:

As you Improv, go with the flow but try to keep elaborating the story plots to become more over the top. We really want to see the extremes. Think about the pyramid of experience and the videos we have seen so far. Keep the rules of Improv in mind.



TO DO

- Conduct activity



ASK

- To conclude activity

Based on what we learned and saw here:

- What experience do you need to have to become an Experience STAR?
- How did you feel when watching others take it to the acting/Improv max?
- How did it feel to watch good and bad customer experience interactions unfold?
- What points/behaviors can we take from this and actually implement in our working context? Work together with your Improv partner and answer (3 minutes).

"With Improv there is no prep time, just get up there and go."





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WANT MORE? IS YOUR TEAM ENGAGED AND EXCITED?

ADDITIONAL 2HR PROGRAM



TIME
15 Mins

SET-UP

- Break-out room/space to have a break
- Several high standing tables.
- The break should be an experience, incorporate STAR elements.
- Check out our moodboard on look and feel.




OBJECTIVE

Add the below extra 2 hours onto your program. Place these 2 hours before the wrap up, but be sure to include a break before you start the below script.

MATERIALS CHECKLIST



 Coffee, tea, refreshments
Snacks



 High tables



Explanation:



TO DO

As you announce the break, make sure you play music upon exit of the training room and again have music playing when participants enter.



TO SAY

The break is 15 minutes, please come back @__:__

FACILITATOR NOTE



During break: Check card for next activity and room setup.





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A second large rectangular writing area with a thick magenta border, identical in size and layout to the first one, containing six horizontal lines for writing.



STAR GALAXY INTERVIEW



TIME
60 Mins

SET-UP

- Introduce participants to activity
- Discussion w/ rotation
- Conclude & wrap up



OBJECTIVE

Bridge the gaps of information related to the STAR program and each of the behavior focus points under STAR, and understand how others bring STAR to life within their organization, team, etc.

MATERIALS CHECKLIST



4 Star cards with SURPRISING, TOUCHING, ASSISTING, RECOGNIZING written on 1 card.



Sample Question A5





Explanation:



ASK

Set up the chairs. Set up a circle of 4 chairs facing outward – 1 for each optimal behavior, Surprising, Touching, Assisting and Recognizing. Place additional chairs around the 4 STAR chairs in a carousel formation.



FACILITATOR NOTE

Only facilitate the discussion if it begins to die and to ensure that each participant is able to contribute with no one person dominating the conversation.



DEBRIEF BY ASKING

- How did the STAR Galaxy interviews go?
- Do you feel that you got some more insight into how the behaviors are being used in a practical, operational setting?



FACILITATE

Summarize responses and lead to the benefits of collaborative discussion and information exchange.



EXPLAIN

- This type of open interview forums helps to devote time to focus on specific points/ behaviors. By allowing different viewpoints and opinions, new insights and increased confidence is gained, thereby leading to immediate activation.?

STAR Galaxy Sample Questions:

SURPRISING

SURPRISING

- What does surprising look like in terms of your behavior?
- How do you surprise colleagues, team members or guests that you interact with?
- How do you surprise customers if you do not have an established relationship with them?
- What was the biggest surprise in your life that you can think of?

TOUCHING

TOUCHING

- Do you mean physical or emotional touching or both?
- How do you touch your customers, team members or colleagues?
- What is the effect of touching on our customers, team members, or colleagues?
- When was the last time you were touched by a company or brand?

ASSISTING

ASSISTING

- Some jobs do not involve direct customer contact. How can they assist?
- How do you assist your colleagues, customers or team members?
- What things - in terms of assisting - have you learned from outside sources?
- When do you feel assisted?
- Give an example of when you witnessed a company assisting a customer?

RECOGNIZING

RECOGNIZING

- Does this mean recognition in an official manner?
- We reward our staff with an incentive program. How could that tie into the STAR program?
- What does recognize mean in terms of concrete behavior? How do you recognize?
- How does our organization recognize? (And I am not talking about an incentive program or 'awards' for staff.)
- What do you feel when someone recognizes you?







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A second large rectangular writing area with a thick magenta border, identical in size and layout to the first one, containing six horizontal lines for writing.



Lined writing area consisting of 18 horizontal lines.



Large empty rectangular box with a thick pink border, intended for drawing or a diagram.



STORYBOARD ACTION PLANNING



TIME
20 Mins

SET-UP

- Explain action plan

OBJECTIVE



Bring the STAR behaviors and learnings throughout the Work-out to life.

MATERIALS CHECKLIST



- Storyboard action planning sheets



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READY SET ACTION



 **TIME**
15 Mins

SET-UP

- Conclude and wrap-up




OBJECTIVE



Bring one concrete STAR action to life within your team or organization.

MATERIALS CHECKLIST



-  Outcomes of previous "block" bringing STAR to life within own organization
-  One piece of Brown-paper – hung on the wall.
-  Permanent Pens

Explanation:



SAY

Based on your outcomes of the previous activity (concrete behaviors related to STAR) can you please write down 1 commitment and action you will take, write this down and sign it on the brown-paper.

FACILITATOR NOTE



Once everyone has signed:

Ask some people to come up and share what they have written down. This boosts accountability and responsibility to actually bring this action to life.



"Thank the participants for their participation in this energizer."

People, like you can make or break the experience.



Handwriting practice lines consisting of 10 horizontal lines.

Large empty rectangular box with a pink border.

Large empty rectangular box with a pink border and a pink arrow icon pointing to the top-left corner.



A large rectangular writing area with a thick magenta border. It contains six horizontal lines for writing.



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The Follow Up!

BOOTCAMP AND CERTIFICATION PROGRAM

EXPERIENCE STAR BOOTCAMP

"Do you want even more fun, energy and excitement?"

JOIN A BOOTCAMP



One of the ultimate goals of any team or organization should be to turn customers into happy fans. These happy fans act as free ambassadors actively promoting the brand as a result of the positive experiences. This is because these customers felt actively Surprised, Touched, Assisted, and Recognized. During this full day STAR Bootcamp your team(s) will be able to thoroughly and intensely experience and learn about bringing the STAR behaviors to life for your customers, guests and/or clients. At the end of the Bootcamp your team will be able to turn customers into happy fans through creating genuine STAR experiences.



TIME
8 Hours

- Full day (8hour) Bootcamp to whip you into customer experience shape.

For In-company Use Only

The Experience STARs Video and Energizer Facilitator Guide are available for in company use only. Do you want to use this program as a commercial (independent) trainer? Join the Experience STARs Certification Program to become a certified Experience STARs Facilitator!

Experience STARs Certification Program

By completing the 3-day certification program you will become a certified Experience STARs facilitator! You will learn about the proven customer experience methodology Reverse Thinking, and will be able to apply this within organizations to improve their customer experience. The Reverse approach helps teams and leaders in transforming each touchpoint of the customer journey into a genuine experience. Bringing the brand promise to life thanks to optimal behavior. Generating direct impact on NPS, customer loyalty, financial outcome and other benchmarks.

- The certification program includes an extended trainer toolkit and marketing package (proposals, presentations, best practices and cases).
- To set you up for success you will get access to the Performance Academy platform. The platform features a peer-to-peer exchange of experience & accumulative knowledge about Reverse Thinking, the Experience STARs video, Customer Experience, Customer Psychology, Marketing, EPIC Leadership and other supporting tools & sources.
- As a commercial trainer/facilitator, you pay a fee of €20/\$22,50 per individual participant attending an Experience STARs Energizer, Work-out or Bootcamp session. In exchange each participant gets:
 - Access to the Performance Academy learning and social platform;
 - A blended immersion learner journey;
 - A blended post certification learner journey.
- In the first week of each new month you will send an overview to PS of your trainings and the number of participants. PS will send you an invoice based on the number of participants per group.





CERTIFICATION PROGRAM



FACILITATOR NOTE

Do you want to become a Certified Experience STARS or EPIC Leadership Trainer?



CERTIFICATION PROGRAM

- ✔ Join the 3-day STAR Facilitator Certification Program to become a Certified STAR Facilitator!
- ✔ You'll be able to facilitate the full 2-, 4- and 8-hour Experience STARS programs within your team and/or organization.
- ✔ Experience and practice facilitating the Experience STARS program and receive a ready-to-go extended Trainer Toolkit, including scripted facilitator guide.



[PS-EE.COM/EXPERIENCE-STARS](https://ps-ee.com/experience-stars)



CERTIFICATION PROGRAM

Great customer experience? **Leadership comes first!**

Effective leaders have a stimulating impact on working climate, co-worker behavior and interaction. If they do that consistently well, great customer experience is a result.

With loyal customers and happy fans as rewarding outcome.

Being an EPIC leader is not a matter of luck, or something genetic. It is something you can learn. People deserve and want EPIC leaders who are Empowering, Purpose-driven, Inspiring and Coaching.

The EPIC leadership program has been designed for leaders and managers who want be(come) an EPIC leader, as well as for professional independent trainers and HR professionals.

The EPIC Leadership program is designed in five separate modules, comprised of "experience-based learning."



[PS-EE.COM/EPIC-LEADERS](https://ps-ee.com/epic-leaders)

START REVERSE

GO BEYOND CUSTOMER SATISFACTION



Want more? Please get in touch

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