



# EXPERIENCE STARS

Become a brand ambassador in less than one day



## WHY is this relevant

After completing the Experience STARS training, participants will be fully aware of the importance of customer/guest experience. They will learn to go beyond customer/guest satisfaction and to provide authentic experiences for their customers/guests which are Surprising, Touching, Assisting, and Recognizing.



## WHO is the target audience

Customer and Guest-facing operational co-workers, supervisors and managers/leaders.



## WHAT are the main (learning) objectives



## HOW does the program look

There are 3 different training modules, varying in duration and depth:

- Energizer (2 hours)
- Work-out (3,5 hours)
- Bootcamp (7 hours)



## DURATION

- Energizer (2 hours)
- Work-out (3,5 hours)
- Bootcamp (7 hours)



## GROUP SIZE

Up to 20 participants (for 1 facilitator)

Learn, understand and experience	Energizer 2 hours	Work-out 3,5 hours	Bootcamp 7 hours
About Reverse Thinking (model and basic philosophy)			
Why CX (Customer Experience) is hot, what are relevant trends and who are CX game changers			
The relevance of connecting hearts			
How to be(come) an Experience STAR and/or how to recognize STARS in your organization			
How to develop Surprising, Touching, Assisting and Recognizing behavior in your workplace			
How true empowerment motivates STARS to deliver consistently memorable experiences			
How to create your team/company plan to STARdom			