



## **STAR Experience**

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Better customer experience  
– directly impacting your bottom line



Is your front-line staff dedicated to your 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 to improve your bottom line?**

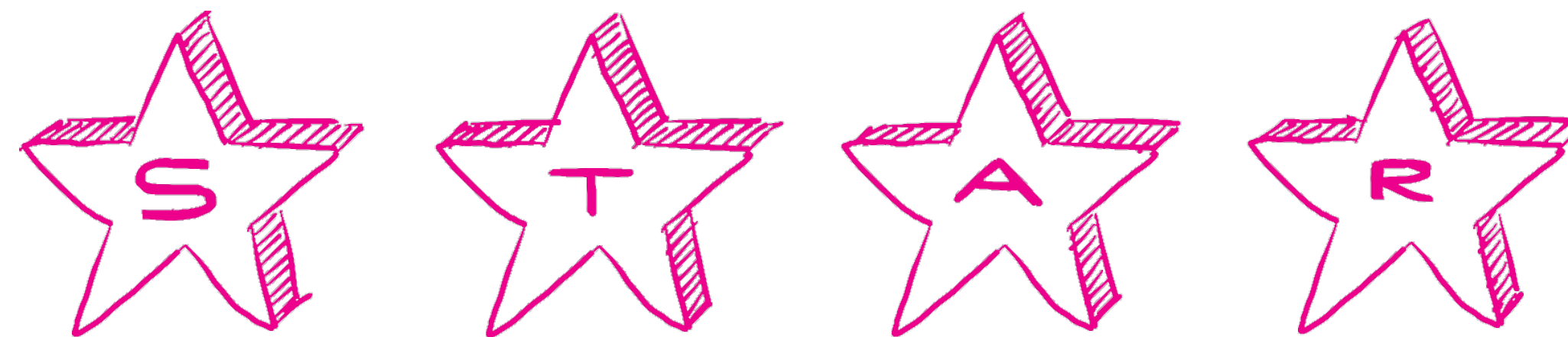
# TODAY'S CUSTOMER CHALLENGE



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 tough to set yourself apart from your competitors and get customers to choose you.

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

They consistently deliver a memorable customer experience which is STAR:



**Surprising – Touching – Assisting – Recognizing**

# CLIENTS



# A PERFORMANCE SOLUTIONS PROGRAM



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

It's not easy to consistently thrill customers with your brand and to turn them into loyal fans. In today's experience economy, extraordinary moments and positive emotions are the most powerful currency, It has become essential to show interest in how customers experience your brand. Reverse Thinking & Engineering is both philosophy and process. The solution puts your desired customer experience at the centre of your company structure and helps you to build a corporate culture around it.

*"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."*



**Performance Solutions** was founded 1987 and is based in the Netherlands with offices in Hoofddorp/Amsterdam, London, San Francisco, Minneapolis, Frankfurt, Brussels, Dubai, Mumbai, Singapore & Hong Kong. PS official partner of FISH! philosophy and Emergenetics.

# STAR FACILITATORS



Our **STAR Facilitators are trained** to deliver the EXPERIENTIAL WORKSHOPS we offer and **to develop Customer Experience STARS** within your organization. Our facilitators come from a diverse backgrounds, industries and functions and have extensive experience in working with people.



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**PEOPLE**  
ENDEAVORS

**Thank You!**

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