

S.T.A.R.E – CUSTOMER COMPLAINTS

Using the S.T.A.R.E technique in your portfolio adds context to each individual piece of portfolio evidence or a bundle of evidence. It will allow you to structure your description of the work you carried out and allow the person reading the S.T.A.R.E to have a better understanding of the key aspects of work you undertook and the IMPACT you had on your organisation, clients or team. It will also allow you to reflect on your own development and evaluate the task.

Customer Complaints Bundle Example



S.T.A.R.E

Situation: Set the scene, describe the situation you were in and why it came about. Try and think about the 'bigger picture' and how your specific action may link to the overall strategy of your organisation.

I work as a service advisor at a car dealership. As a team we were informed in a meeting that we had been receiving an unacceptable amount of negative reviews on the service we give the customers. The manager and chair of the meeting suggested a team was pulled together to analyse the feedback and put forward ideas to improve the service. Volunteers were asked for.

Task: Describe your goal or what you aimed to accomplish in the situation.

I had been looking for an opportunity to show that I could take on more responsibility. I was the first to volunteer and asked to lead the group. This put me in a position to lead four other members of the group whose goal was to provide solutions for rise in negative feedback.

Action: The most important part. Explain the key milestones/actions you undertook. Describe the actions you undertook to achieve your goal. Focus on YOUR role in the situation not what others did. Use 'I' not 'we' when describing your actions.

Over the next three weeks I made sure as a group we analysed all the feedback and delegated tasks to the team to make sure the information was presented in such a way that was easy to understand. I also asked the group to categorise the feedback into areas of complaints. I was able to understand quickly that most the negativity focused on area of customer service. I delegated my team to find out more about the issues by meeting with the team in question. I was able to gain a broader understanding of the service issues after receiving this information and was able to match it against the complaints from customers. It allowed me to focus the team on working on a solution in one of area of the business that I could propose to my manager. I kept meetings short but intense as I felt this was the best way of working with this temporary team and made sure that at the start of the brainstorming sessions, we had an objective. This worked well. I took time before starting this short project to make sure I understand the type of people I was working with which resulted in the shorter sessions. Once the project had concluded I made sure the proposal was easy to understand and used data and information to back this up. The solution was to reschedule shift patterns and create a buddy system where more experienced staff would support the more inexperienced. The group I chaired also designed a 1:1 document that the buddies would use regularly to check on areas for development and successes!

Result: Describe the outcomes of your actions. Do not be shy about taking credit for your results. Use figures if you can. What did you accomplish?

The proposal was initiated which gave me great pride. It showed that I could lead a team and put my ideas across in a clear and succinct way. It's still too early to feedback on whether the work has resulted in decline in complaints. I will report on this later in my portfolio.

Evaluation: Use Learning Assistant to claim the KSB criteria you feel your portfolio work covers.

I gained a lot from this project. Mainly, how to communicate, how to plan, how to adapt to different styles and to also investigate further. I did not just take the information from the customers; I went further by making sure I investigated the root course. I will claim criteria in learning assistant based on the areas of my KSBs that I felt this worked covered. The modules I feel supported me in this work: Data Analysis, People Dynamics, Leadership in a contemporary business

****Supporting evidence uploaded alongside – Minutes of meeting, customer feedback, survey responses and project proposal recommendations.**