

Service Excellence & the Star Rating System

The Global Star Rating System criteria and hands-on preparation for the assessment visit.

Level	Practitioner
Duration	3 days · 18 training hours
Fee	699 AED
Group size	6 - 20 participants
Delivery	In-house · Public run
Runs each year	21 June and 29 November

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Understand the Star Rating criteria, methodology and the weight of each dimension
- Prepare for mystery shopper visits
- Design measurable internal service standards
- Build and track a rating improvement plan

Who it is for

Service centre managers, government customer service teams and excellence coordinators.

Prerequisites: Working within an entity that delivers services directly to customers.

Programme outline

Day 1 — The system's structure

- Where the Star Rating came from and what it targets
- Dimensions and weights
- In-person channel criteria
- Digital channel criteria

Day 2 — Assessment and measurement

- Mystery shopper: what is actually measured
- Measuring customer satisfaction and happiness
- Complaint analysis as an improvement source
- Service centre self-assessment workshop

Day 3 — Raising the rating

- Designing internal service standards
- Empowering the front-line employee
- The improvement plan and its follow-up
- Getting ready for visit day

Competencies developed

- Service management
- Service standards
- Self-assessment
- CX improvement

What participants take away

- A service centre self-assessment checklist
- An internal service standards template
- Mystery shopper scenarios
- A company-issued certificate of attendance

How it is assessed

A full self-assessment of a real service centre, with a prioritised rating improvement plan.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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