

Case Study



“The Customer First Standard not only gives our customers assurance of continuously improving high standards but also gives us an edge as an organisation when seeking new business opportunities”

Who Are You?

ST*R Learning

What is Your Customer First Status?

We achieved compliance for the first time in 2007, and have been re-accredited in May 2009

Why Go For Customer First?

- To drive continuous improvement throughout our organisation
- Gain accreditation from an outside body to give customers an assurance of high quality service

What Were The Benefits of Being Assessed?

- Visits from a highly skilled assessor provided us with some wonderful suggestions about improvements that could be made
- Formalising our review process has given us a more refined statistical way of monitoring our continuous improvement
- Created an excellent source of marketing materials

What Improvements Followed?

- New business has been secured in Czech Republic
- The Standard provided us with competitive advantage when responding to invitations to tender
- Compliance played a key role in securing opportunities with the Learning & Skills Council

Why Are You Recommending Customer First?

- It makes a real difference in assuring clients of continuously improving high quality standards & can be a deciding factor in securing new business opportunities at home and abroad

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“Customer First has played a vital role in securing the opportunity for ST*R Learning to develop a new company in the Czech Republic to deliver management training.”

Pictured (Left to right)

Carolle Thompson, Commercial Director of ST*R Learning Ltd
Roger Stent, Managing Director of ST*R Learning Ltd
Martin Stolin, Chief Executive of STAR Learning s.r.o
Eva Kopecka, Senior Trade & Investment Adviser, UKTI Prague

Surrey-based ST*R Learning specialise in delivering training and development within the UK and Internationally. Their work is tailored towards the customers needs, and their mission is to make learning meaningful, memorable, and fun.

As a family run business, ST*R share the same values and ethos by putting people at the heart of everything they do. Accreditation with the Customer First Standard confirms their firm commitment to all their customers.

Originally gaining success with the Standard in 2007, ST*R Learning has seen re-accreditation driving continuous improvement throughout their organisation, as well as assuring their customers of the high quality service they supply.

Achievement of the Customer First Standard for the second time round has led to fantastic new opportunities for the growing company overseas.

Accreditation to the Standard played a vital role in securing ST*R Learning the opportunity to form a new management training company in the Czech Republic. The new company STAR Learning s.r.o. is jointly owned by ST*R Learning and the new company's Chief Executive, Dr Martin Stolin.

Martin sought a UK partner organisation to deliver interactive British-style training within the Czech market; and out of the 18 organisations that contacted Martin, ST*R Learning were selected. One of the reasons given for their selection was their quality, as demonstrated by compliance with the Customer First Standard.

Carolle Thompson, Commercial Director at ST*R Learning, comments:

“We’ve been working towards exporting for the last two years and due to our Customer First accreditation and the fantastic support we’ve had from UK Trade & Investment within the British Embassy at Prague we’ve now achieved one of our major goals. We’ve found the perfect partner to work with in Prague and ST*R Learning now has 50% ownership of STAR Learning s.r.o. This is a great opportunity for us to grow and develop.”

Accreditation with the Standard has brought numerous other opportunities to the organisation, including gaining competitive advantage over others when responding to invitations to tender, and supporting them in securing opportunities with the Learning & Skills Council and the National Skills Academy for Sport and Active Leisure.

As an advocate for excellent customer service, ST*R Learning strive to make a real difference to their customers by putting them at the centre of everything they do.

