

Business Impact Study



When you need a guide to solve employee appreciation and employee engagement issues in your organization, the success you should expect is a direct reflection of your targeted goals.

Leaders who turn to STAR Culture for industry expertise and customized solutions, see positive gains in the areas that affect their business performance the most.

Here is one example of the impact of that in action...

Q: What is your name?

A: Kowee Truesdale

Q: What is your title and level of responsibility with your company?

A: *General Manager*

Q: What is the name of your company and what type of business are you in?

A: *Residence Inn by Marriott Greenville NC, Hospitality*

Q: What business challenges were you were facing before partnering with STAR Culture?

A: *Employee retention and Guest Service scores*

Q: How did STAR Culture help you address those business challenges?

A: *In the last 90 days we only terminated 1 employee. Our services scores are at a 89.1%*

Q: How did your company benefit as a direct result of partnering with STAR Culture?

A: *Service scores improved 8%*

Turnover went down 50%

Employee engagement is up as well as employees coming to events to show their appreciation.

Q: In no more than 1-2 short paragraphs, please state your overall experience with STAR Culture?

A: *I used STAR Culture with Sree Hotels, Sage Hospitality and now with BPR – Properties. They are great and most of all they keep giving me new ways to motivate my staff and leadership team.*

What struggles do you face in your organization? STAR Culture will work with you to create an employee engagement and recognition solution to bring you similar results... and more.



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