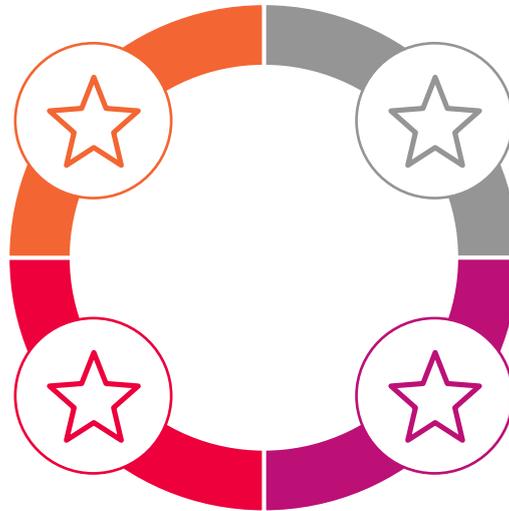# The STAR technique

The STAR technique is a helpful acronym to help you remember how to structure your answers to behavioural based interview questions.

Situation
What was the **challenge/scenario** in which you were in?

Task
What were you required to **achieve?** E.g. problem solve / reach a target etc.

Action
What did **YOU** do.

Result
What was the **outcome?** What did you **learn?**

STAR in action

Question: Tell me about a time you were able to turn around an angry or upset customer to achieve a positive outcome?

Answer:

Situation: When I was working in a retail store, a customer entered the store visibly upset and angry. They had purchased a faulty item and had previously spoken with another staff member who was unable to assist them, leaving them dissatisfied.

Task: My task was to address the customer's concerns, alleviate their anger, and find a solution that would leave them with a positive experience..

Action: I approached the customer calmly, actively listened, and empathized with their frustration. After investigating the issue, I proposed two options: a replacement item or a full refund, explaining the benefits of each.

Result: Through attentive assistance, the customer's anger subsided. They chose a replacement item, which I promptly arranged. As a result, the customer left the store with a positive outlook. They expressed gratitude for my assistance, acknowledging the efforts made to rectify the situation.

GSK