

SANA NAWAZ



THE RITZ - CARLTON

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THE RITZ-CARLTON

Introduction

THE RITZ-CARLTON HOTEL COMPANY GLOBALLY
ESTABLISHES THE BAR FOR LUXURIOUS
HOSPITALITY. THE RITZ-CARLTON HAS WON
COUNTLESS AWARDS FOR BEING THE PEAK OF
HOSPITALITY DUE TO ITS UNWAVERING
CORPORATE PHILOSOPHY AND UNSHAKABLE
COMMITMENT TO SERVICE, BOTH IN THEIR
HOTELS AND COMMUNITIES.

FOUND IN 1983

108 HOTELS AND
RESORTS

30 COUNTRIES

29000 ROOMS



THE RITZ-CARLTON

MOTO



THE RITZ-CARLTON

"We are Ladies and Gentlemen serving Ladies and Gentlemen."

TARGET AUDIENCE

Upper and Middle Class

Typically Wealthier couples

Business traveler's

Meetings and Events

Celebrities



THREE STEPS OF SERVICE

A warm and sincere greeting.

Use the guest's name. Anticipation and fulfillment of each guest's needs.

Fond farewell. Give a warm good-bye and use the guest's name.



E RITZ-CARLTON



FACILITIES

Spas

Gym

Gourmet cuisines

Travel guides

Paid car service

THE POWER OF EMPOWERMENT



The Ritz-Carlton considers its employees as the most important resource in their service commitment to their guests. How do they attain the highest level of customer satisfaction? Empowerment. Empowered employees will make any company more efficient, and person centred. Each employee is empowered to spend up to \$2000 per guest, per incident. Employees can make decisions to promptly resolve a guest issue or even make an experience more beautiful and memorable

IMPORTANCE OF HOSPITALITY

Understanding the connection between visitor expectations and experience is the key to achieving high customer satisfaction.

Positive ratings and repeat business are produced when expectations are met or exceeded.

The Ritz Carlton has implemented a word-of-mouth marketing campaign. Its notable guests are pleased with the products and services and inform others about them.



CONCLUSION

The Ritz Carlton, being a premium hotel, provides a broad list of services and is always eager to go above and beyond to ensure guest satisfaction. Ritz Carlton hotel customers have admitted that the most enjoyable customers experience took place at Ritz Carlton. Customer satisfaction, quality and comfort is always their first priority and it should be for every other hotel.

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