

The Ritz Carlton



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Presentation's today:

- The Ritz Carlton logo
- The Ritz Carlton short history
- Expansion/ The look
- Main consumers
- Principles
- Gold standards
- Three steps of services
- What are guests services
- How could they do better?





THE RITZ-CARLTON®



THE RITZ-CARLTON

“We believe as an iconic brand that it is our responsibility to provide thought leadership to drive change in the luxury and hospitality arena,” said Herve Humler, president and COO, The Ritz-Carlton Hotel Company, L.L.C (Hotel Magazine, 2015)

THE RITZ CLARTON HOTELS
100 YEARS OF HISTORY

Introduction:

- early 20th century started the construction of new luxury hotels.
- first opened hotel was in Boston opened by Caesar Ritz - 1927
- The Ritz Carlton is part of the luxury brand Marriott Boonvay from 1998
- 108 hotels belonging to brands Ritz-Carlton worldwide - 30 countries
- a brand as The Ritz Carlton is more than a name , is a promise of experience



Expansion:

- The Ritz Carlton brand has a worldwide expansion
- There are city hotels (Monterrey, Mexico City, Tokyo, Osaka) and resorts (along Pacific, Caribbean coasts
- first hotel opened in Europe is in Barcelona, 1994 - Hotel's Arts



The look:

- the Ritz Carlton look - traced to a single designer , Frank Nicholson of Concord Massachusetts
- Depending on usage , every four - five years major renovations are called
- modern, colourful and imaginative



Main consumers:

- the early success of the Ritz Carlton was brand was linked with leisure social lives.
- after world War II - international business travellers.



Nowadays the target customers for the Ritz Carlton are:

1. business executives
2. corporate
3. leisure travellers



Main consumers are typically :

- averaged aged persons.
- senior family.
- top and top-middle class section of society.

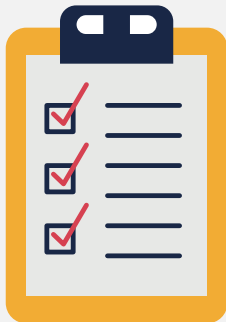


The Ritz Carlton's principles:

The principles of the chosen brand are:

:

1. Define and refine
2. Empower through Trust
3. It's not about you
4. Deliver Wow!
5. Leave a Lasting Footprint



What are the gold standards?

- the professionalism of the staff
- knowledge of staff
- facility efficiency
- customer's wellbeing
- personal approach



More about gold standards...

- Golden standards allow the employees to create great customers service giving them "power" to decide
- they are pocket cards named "golden cards"
- they are the foundation of the company



The gold standards are:

1. The credo
2. The motto
3. The three steps of services
4. Service Value
5. The 6th diamond
6. The Employee promise



The Credo:

- is the ultimate guest experience
- was developed in 1986
- has three easy remebered stanzas



The motto:

- packed into a formal language means respect for guests and employees
- they are called "ladies and gentlemen serving ladies and gentlemen" (www.ritzcarlton.com)
- The motto served to elevate the status of "service professional"
- The motto served as an expectation that the staff will be treating others as "Ladies and gentlemen"
- the management is treating his employees as "ladies and gentlemen" - this way they are protected by unbehaved guests



The three steps of services:

hello



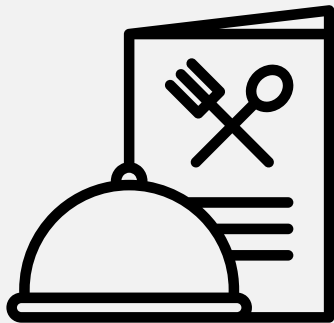
1. A warm and sincere greeting.
Use the guest's name
2. Anticipation and fulfilment
of each guest's need
3. Fond farewell. Give a warm
goodbye, and use the
guests' names (Mitchell,
2008)

good bye



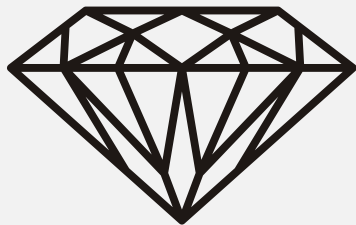
Service value:

- is about creating strong relation with guests for live
- staff is continuously learning and grow
- they are continuously improving The Ritz Carlton experience
- the guests expects more than they receive but they don't say it



The 6th diamond:

- Mystique
- Emotional Engagement
- Functional



www.ritzcarlton.com)

The employee promise:



figure 5.2

The Employee promise continuum
(Mitchelli, 2008)

What are the guest services?

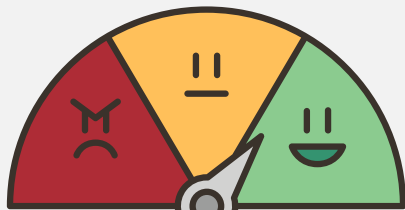
- guest services is providing a professional service to a guest
- intangible goods
- everyone loves five star services because they make us feel special
- guests are human and they like to be valued
- it is a hard work to provide five star services but it is worth it
- their role is to maintain a relationship with the guest and make them to come back over and over again



How could they do better?

"Mr Happel stayed in The Ritz Carlton in 1997 in Singapore. He had the chance to be The Ritz Carlton' guest being there for work. He made himself a promise that one day he will revisit with his family. In 2004 he decided to mix work with leisure and on his Easter holiday. When he arrived to the hotel "the magic starts". His name was called after seven years since his first stay, they said "Welcome to The Ritz Carlton , Mr. Happel" and his daughter received some flowers."

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Conclusions:

- The Ritz Carlton made history - 100 years of history
- The Ritz Carlton is a full service hotel brand
- Is one of the most powerful luxury chain in the world.
- The attitude is everything and is free
- If the employee are empowered they can deliver exceptional services
- Guest services can be tangible and intangible
- a silent guest doesn't mean a happy guest



PERFECT

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Thank You