

# Creating the Ultimate Client Experience

## Take Your Queue from the Ritz Carlton

Our **Gold Standards** are the foundation of The Ritz-Carlton Hotel Company. They encompass the values and philosophy by which we operate and include **The Credo, The Motto, The Three Steps of Service, The Basics, and The Employee Promise.**

### The Credo

The Ritz-Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission. We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience. The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

### Motto

We Are Ladies and Gentlemen Serving Ladies and Gentlemen

### Three Steps of Service

1. A warm and sincere greeting. Use the guest name if and when possible.
2. Anticipation and Compliance with guest needs.
3. Fond farewell. Give them a warm good-bye and use their name, if and when possible.

**Loyalty Tip:** If you are serious about becoming a client-centered business, you need to deliver world-class service on a consistent basis. The best way for you and your team to learn how to deliver this type of service is to experience it for yourselves. Take your team to the Ritz-Carlton for a long weekend. Make this a "field trip." Ask each person to take notes (literally) during their stay and meet at least once a day to discuss and share your experiences and any ideas you come up with.



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### The 20 Basics

1. The Credo is the principle belief of our Company. It must be known, owned and energized by all.
2. Our Motto is "We are Ladies and Gentlemen serving Ladies and Gentlemen." As service professionals, we treat our guests and each other with respect and dignity.
3. The Three Steps of Service are the foundation of Ritz-Carlton hospitality. These steps must be used in every interaction to ensure satisfaction, retention and loyalty.
4. The Employee Promise is the basis for our Ritz-Carlton work environment. It will be honored by all employees.
5. All employees will successfully complete annual Training Certification for their position.
6. Company objectives are communicated to all employees. It is everyone's responsibility to support them.
7. To create pride and joy in the workplace, all employees have the right to be involved in the planning of the work that affects them.
8. Each employee will continuously identify defects (MR BIV) throughout the Hotel.
9. It is the responsibility of each employee to create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
10. Each employee is empowered. For example, when a guest has a problem or needs something special you should break away from your regular duties, address and resolve the issue.
11. Uncompromising levels of cleanliness are the responsibility of every employee.
12. To provide the finest personal service for our guests, each employee is responsible for identifying and recording individual guest preferences.
13. Never lose a guest. Instant guest pacification is the responsibility of each employee. Whoever receives a complaint will own it, resolve it to the guest's satisfaction and record it.
14. "Smile - we are on stage." Always maintain positive eye contact. Use the proper vocabulary with our guests. (Use words like - "Good Morning," "Certainly," "I'll be happy to," and "My pleasure.")
15. Be an ambassador of your Hotel in and outside of the work place. Always talk positively. Communicate any concerns to the appropriate person.
16. Escort guests rather than pointing out directions to another area of the Hotel.
17. Use Ritz-Carlton telephone etiquette. Answer within three rings and with a "smile" Use the guest's name when possible. When necessary, ask the caller "May I place you on hold?" Do not screen calls. Eliminate call transfers whenever possible. Adhere to voice mail standards.
18. Take pride in and care of your personal appearance. Everyone is responsible for conveying a professional image by adhering to Ritz-Carlton clothing and grooming standards.
19. Think safety first. Each employee is responsible for creating a safe, secure and accident free environment for all guests and each other. Be aware of all fire and safety emergency procedures and report security risks immediately.
20. Protecting the assets of a Ritz-Carlton Hotel is the responsibility of every employee. Conserve energy, properly maintain our hotels and protect the environment.

### The Employee Promise

At The Ritz-Carlton, our Ladies & Gentlemen are the most important resource in our service commitment to our guests.

By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.

The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton mystique is strengthened.