

Case Study: Service culture of Ritz-Carlton

The Ritz-Carlton Hotel Company is famous for its exquisite service and hospitality. The motto of the hotel company, “We are Ladies and Gentlemen serving Ladies and Gentlemen”, emphasises the role of the staff members delivering the service.

For new staff members at Ritz-Carlton hotels, “Day 21” is important in their training programme. On the twenty-first day on the job, after becoming certified according to the operational standards of their positions, staff members are given a forum to freely discuss the positives and negatives they have encountered in their first three weeks.

The newly hired “Ladies and Gentlemen” can talk openly about issues such as whether they have been given all the tools they have needed to achieve success, the quality of their job trainer, and whether the culture described to them at orientation is present in the employees’ day-to-day experiences.

Day 21 becomes an opportunity to listen to the needs of the “Ladies and Gentlemen”, solve problems, and re-enroll staff members before they have an opportunity to disengage or become toxic to the workforce.

More information on the web page:

<http://ritzcarltonleadershipcenter.com/about-us/gold-standards/>

From the book available on Amazon:

The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company, by Joseph Michelli