



THE RITZ - CARLTON



# MEMORABLE CUSTOMER SERVICE

## CREATING EMOTIONAL CONNECTIONS

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## KEY CUSTOMER SERVICE PRINCIPLES

- Keep it streamlined and simple
- Turn every customer interaction into a defining moment
- Recognize the importance of psychology in service
- Service involves the five senses
- Pay attention to detail

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## BECOME A SERVICE SENSATION

Customers Want





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## THE IMPORTANCE OF A WRITTEN SERVICE STRATEGY

Every company should have a written service strategy

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### Three Steps of Service

1. A warm and sincere greeting. Use the guest's name.
2. Anticipation and fulfillment of each guest's needs.
3. Fond farewell. Give a warm good-bye and use the guest's name.

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#### THREE STEPS OF SERVICE

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A warm and sincere greeting.  
Use the guest's name.

2  
Anticipation and fulfillment  
of each guest's needs.

3  
Fond farewell.  
Give a warm good-bye  
and use the guest's name.

## ANTICIPATORY SERVICE

LOOKS LIKE...

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## EXPRESSED VS. UNEXPRESSED

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## STAYING IN-THE-MOMENT

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## THE POWER OF SURPRISE & DELIGHT

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