

The ritz-carlton does not sell hotel rooms

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The Ritz Carlton runs in a way that makes every single detail about the consumer and the consumer's needs, wants, and expectations. Every decision that they make they make with the consumer in mind. They essentially are selling unsurpassed service to their patrons. The Ritz Carlton is very well-known for providing consistent service to its patrons in each of its locations throughout the world. They provide guests with high quality customer service, utilizing their Gold Standards for customer service, which include its credo, motto, employee promise, three steps of service, and the twelve service values.

The three steps of service are fairly basic, however many companies overlook them, losing that opportunity to create a long lasting relationship with the guest. The first is to deliver a warm and sincere greeting and to use the guest's name; the second is to anticipate and fulfill the needs of each guest; and the third is to give a warm good-bye, again using the guest's name. The Ritz Carlton believes that guest recognition is a top priority. If employees recognize the guest, then they can give personalized service, have fast access to knowledge, and interactions that are largely hassle free.

These Gold Standards continue to lead the company to outperform its competition and increase its customer loyalty. They also have programs designed to meet specific customer needs that include their Service Quality Indicators (SQIs). The Ritz Carlton continually improves its processes and programs in order to give its guests the exceptional service that they have come to be well known for giving in the hotel industry. In essence, they are selling service to consumers.

The Ritz Carlton has applied for and won the Baldrige Award in 1992 and 1999, which confirmed that quality is not a short term approach to doing business. The Ritz Carlton works hard to achieve the highest customer and employee satisfaction in the industry. They believe it is critical to continually improve day after day. As a consumer, I would be willing to pay for a stay at the Ritz Carlton. I believe that the methods that they use are fantastic. They treat everyone, including their employees, with respect.

That is something that many companies fail to even consider when they are building their business. There are many people who choose products and services from companies by looking at factors such as how they treat their employees, where their products are made, etc. rather than looking only at the price tag and looking for a place or item that is "cheap". As a consumer, I would rather patronize a place that was more expensive and treated its employees like gold, than patronize a place that was cheap and treated its employees poorly.

I believe that the Ritz Carlton offers an excellent service to their guests and I'm fairly certain that the majority of consumers would be willing to pay for it. However, the price of a hotel room at the Ritz Carlton is on the pricier side so I'm sure that there are plenty of people that would love to take advantage of staying there but would be unable to do so since they could not afford it. Do you think it's possible for Ritz Carlton to create "ladies and gentlemen" in just 7 days?

It most likely is possible for Ritz Carlton to do so because their employee selection process is highly refined and they are able to higher excellent candidates who understand this concept of “ ladies and gentlemen”. The Ritz Carlton looks for individuals who understand their culture and will engage with other employees, managers and guests. They look for individuals who exhibit certain personality traits and hiring managers seek those individuals when they recruit and interview candidates.

In order to ensure that interviewees are sincere and positive people, the hiring managers use two-part questions that will eliminate interviewees who are insincere. According to the article, Inside the Ritz Carlton’s Revolutionary Service, a prospective employee may be asked, “ Are you a habitual smiler? ”. If the candidate responds with a “ yes”, then the hiring manager will proceed to ask, “ Why do you smile? ”. It is clear to see that the Ritz Carlton selects its employees very carefully in order to find employees that will understand the culture and be able to learn quickly how to be a lady or a gentleman.

By looking for people that have the necessary talent to do the job, they feel they can teach the other skills necessary to get them to lady or gentleman status. The Ritz Carlton has a very slow orientation process that they feel can best prepare the new employee with the mission of the company. They feel that when an individual starts a new job, it is a significant emotional experience. During this time, that individual will be attentive and receptive to emotional changes. The Ritz Carlton uses this time to focus on their values and to instill those values into that employee.

The employee then goes through their week of orientation and afterwards, they are expected to have adapted the company culture. It seems to me that between their vigorous selection process and the week of orientation, many of these individuals would be able to adapt to their culture as “a lady or gentlemen”. Also, it is important to point out that the company is well known for treating their employees very well. I would believe that their employees know this and would want to treat the company well in return. The employees must have a high level of employee morale.

They have every reason to want to continue on as a “lady or a gentleman” as their time continues on with the company. They will also have the chance for promotions in the future. The Ritz Carlton sets employees up for success starting by selecting the right employees for the right position within the company. They are then able to mold these individuals into the employees that they want them to be. They also treat them very well and give them room for growth. I believe that doing this ensures that these individuals will become “ladies and gentlemen” within the 7 days.