

# Creating a World Class Service Organization

## THE MISSION: RAVING FAN SERVICE

Satisfying our customers is “setting the bar too low;” how can we deliver “Raving Fan” service?



1. \_\_\_\_\_ what you want.

Key \_\_\_\_\_

2. \_\_\_\_\_ what the customer wants.

Key \_\_\_\_\_

3. \_\_\_\_\_ plus one.

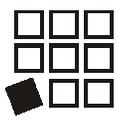
Key \_\_\_\_\_



## The path to service excellence looks like this:

- Don't just hire – select people who fit your culture
- On boarding is everything—spend extra time early on
- Be like the Ritz and Zappos—define your culture
- Managers don't just manage—they coach
- Staff are empowered—not mere minions
- Don't be asleep—hold staff accountable





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## Becoming World-Class

“If you only want to copy your most successful competitor, hey, have at it. Knock your self out. Benchmark the most successful companies in your industry, try and copy them, and be prepared to eat their dust. Let’s do a reality check. You do not catch and pass your competitor by copying them. You only continue to lag behind. The best sparks for ideas that will put you in the lead in your market are probably to be found outside your market.”

~ *Indispensable*, Joe Calloway



*You improve service in specific, not in generalities.*

## What does my service look like?

Am I *Ritz-Carlton* responsive?

Am I *Nordstrom* empowered?

Am I *FedEx* reliable?

Am I *LL Bean* creative?

Am I *Disney* magical?

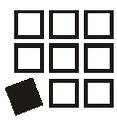
Am I *Starbucks* comfortable?



*Hire the smile – train the skills*



*Great service always begins internally.*



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*We have always heard "the customer comes first!" But great service doesn't begin when the customer contacts us. It starts long before that. It always starts internally. In fact, your customers can tell if your employees like each other. To be the best game in town, you need to create a dynamic internal service culture. It is a culture of respect, team work, and collaboration.*



*Great service always begins internally.*

## Ten Internal Commitments of a Service Pro

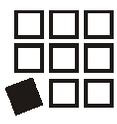
1. I will treat you like my finest customer.
2. If you drop the ball, I will pick it up.
3. If I have a concern, I will speak directly to you—not others.
4. I do not seek your harm. I seek only your greatest good.
5. When I don't understand your purpose, I will assume best intent.
6. When we disagree on an issue, I will be hard on the issue—soft on the person.
7. I'm committed to lateral service. How can I best assist you?
8. I am committed to Team One. I will elevate the goals of our company above my own agenda.
9. I will communicate with you at a high level—just as I would with my grandma or a celebrity.
10. I will love my job.



*Your customers can tell—do you like each other?*



*Happy employees give great service!*



# Creating a World Class Service Organization

## Ten Commitments of a Service Professional

1. I am empowered to create unique, memorable and personal experiences for our customers through EXTRAORDINARY SERVICE.
2. I am always RESPONSIVE to the expressed and unexpressed wishes and needs of our customers.
3. ATTITUDE is everything. I promise to choose the right one.
4. I promise to live by the GOLDEN RULE of treating others like I want to be treated.
5. I am a PROFESSIONAL PROBLEM SOLVER, I own and solve problems.
6. I BUILD strong relationships and create customers for life.
7. Lights-Camera-Action. I am on stage. I consistently follow THE THREE STEPS OF SERVICE.
8. I value relationships with my fellow employees. I treat them each as if they are my best customer.
9. I am PROUD of my professional appearance, language and behavior.
10. I COMMUNICATE EFFECTIVELY with customers and co-workers.



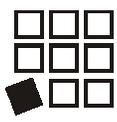
*Satisfied customers are just not good enough.*



*"If you help enough people reach their goals, you will be successful."*



*Have a fixation with solving problems.*



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## The Ritz Carlton Gold Standard

### The Credo

The Ritz-Carlton 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

At The Ritz-Carlton Hotel Company, "We are Ladies and Gentlemen serving Ladies and Gentlemen."

### Three Steps Of Service

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

### Service Values: I Am Proud To Be Ritz-Carlton

1. I build strong relationships and create Ritz-Carlton guests for life.
2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
3. I am empowered to create unique, memorable and personal experiences for our guests.
4. I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton Mystique.
5. I continuously seek opportunities to innovate and improve The Ritz-Carlton experience.
6. I own and immediately resolve guest problems.
7. I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
8. I have the opportunity to continuously learn and grow.
9. I am involved in the planning of the work that affects me.
10. I am proud of my professional appearance, language and behavior.
11. I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.
12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.



*Like the Ritz—  
have you  
defined your  
standards?*



*Treat your  
coworkers like  
your best  
customers.*



*Employees who  
are treated great  
treat  
customers great.*