"Ritz-Carlton: Using Information Systems to Better Serve the Customer"

Introduction

Over the years, the company that has well earned a reputation for the Ritz-Carlton was known for its luxurious accommodation and its unparalleled customer relations. This case revolves around the Ritz-Carlton's approach to applying Information Systems (IS) as a tool for improving its standard of client service, production efficiency, and quality of its brand.

Increased efficiency in operation

Besides, integration of IS advances the customization culture in Ritz-Carlton as well as enhances productivity. Co-ordinate and synergy the use of property management, housekeeping and inventory to make the personnel ready for simplicity of making excellent working standard for the hotel.

Information System on Ritz Carlton

Customisation is one of the significant ingredients for success in hospitality operations and Ritz-Carlton defines their services by successfully meeting the needs of every customer. IS utilized at the company involve the use of tools of collection and analysis of guest data so that the visit of guests is personalized.

Conclusion

The Information Systems as also adopted by Ritz-Carlton as one of the major precursors for sustaining the competitive advantage. By introducing modern technologies, the firm not only creates value for the guests but also delivers value for itself drawing upon the factors that make for sustainable success in the luxury hotel business.

RESOURCE

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