

THE RITZ-CARLTON.

INTRODUCTION


The Ritz-Carlton Hotel Company is a famous luxurious hotel organisation which is famous for its high-quality services and beautiful hotels. The case of Ritz Carlton is rich for analysis as it could shed light upon the ways the company claims its high status through the perspectives of quality management, empowered employees and satisfied clients.

QUALITY ASSURANCE AND IMPROVEMENT

The essence of The Ritz-Carlton is the effective management that will be discussed in the following points. To support the idea of the constant improvement of organizational standards the company uses the criteria of the Malcolm Baldrige National Quality Award. In the following framework, The Ritz-Carlton finds out where improvements need to be made and where changes must be introduced. The company slogan 'Ladies and Gentlemen for Ladies and Gentlemen' captures a commitment of the company to optimization of performance and also acts as a guide to all the employees.

CUSTOMER SATISFACTION

Satisfaction of customers is one of the biggest organizational strategies of The Ritz-Carlton hotels. The customer relations are exceptionally managed with the company following a systematic approach in order to capture the views and subsequently provide services to the guests that meet their current expectations. The company has been proved to go extra mile to ensure that the guests' expectations are met through; This has fostered a lot of loyalty among the customers leading to more business.



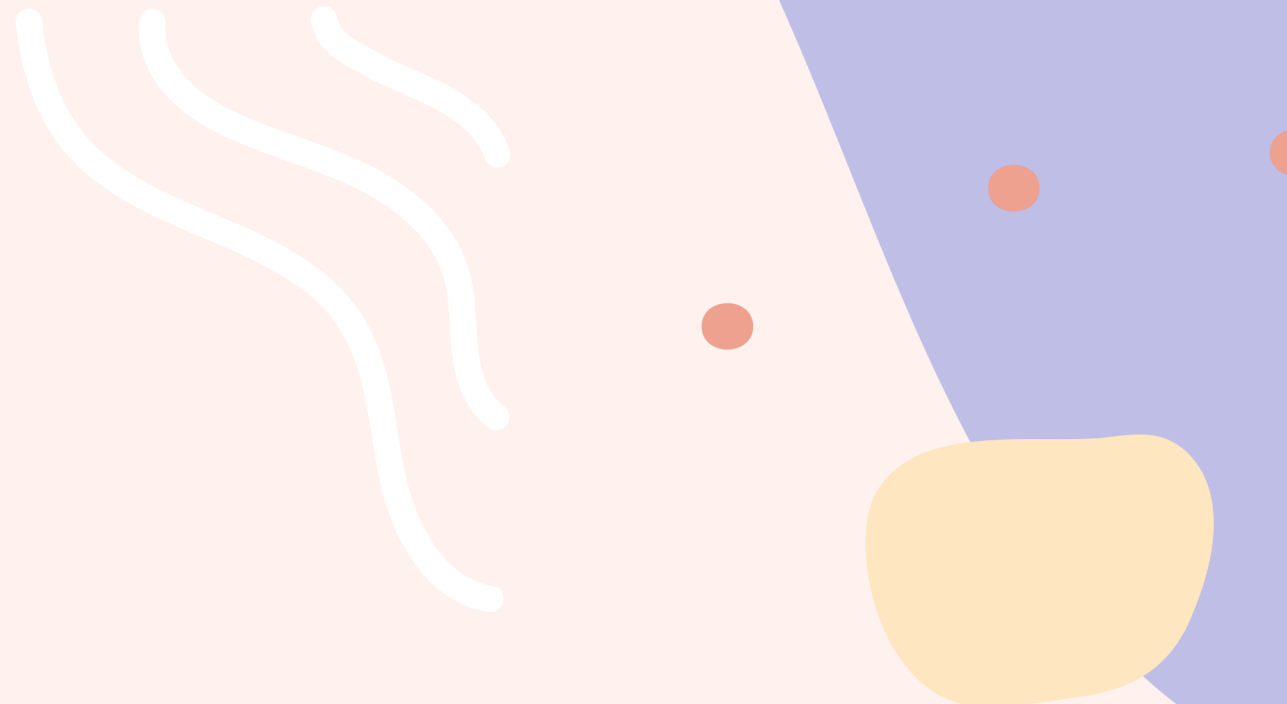
CONCLUSION

The case of Ritz Carlton offers a good understanding of what quality management, employee mindedness and customer satisfaction mean and how one can attain and sustain good customership in hospitality industry. Thus, following these principles, The Ritz-Carlton remains an example of a luxury hotel for other hotels all over the world.



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