



Question

How can your company deliver excellent customer service?

Customer Service Culture

Poka-yoke ポカヨケ

Ritz Carlton Case Study

Customer Wait Time

Service Capacity

Psychology of Waiting

The Ritz-Carlton Hotel Company

- A luxury hotel chain
 - 90+ hotels worldwide
 - 40K+ employees
- Widely known for **excellent customer service**



The Ritz-Carlton, Hong Kong

- The world's highest hotel
 - Occupies the 102nd to 118th floors of the ICC
- Luxury pricing and amazing service
 - Deluxe room: HK\$3800 per night
 - Carlton suite: HK\$42000 per night



What is customer service like at the Ritz-Carlton?

- Meeting expressed and unexpressed needs
- WOW stories
 - The babysitter who went the extra mile [\(link\)](#)
 - The lost Thomas toy train [\(link\)](#)



What is the Ritz-Carlton's secret sauce
for superior customer service?

Ritz-Carlton's secret sauce is

1. Hire and train for service excellence
2. Respect for employees
3. Employee empowerment
 - US\$ 2000 per day
4. Teamwork
 - Line-up
 - First class cards

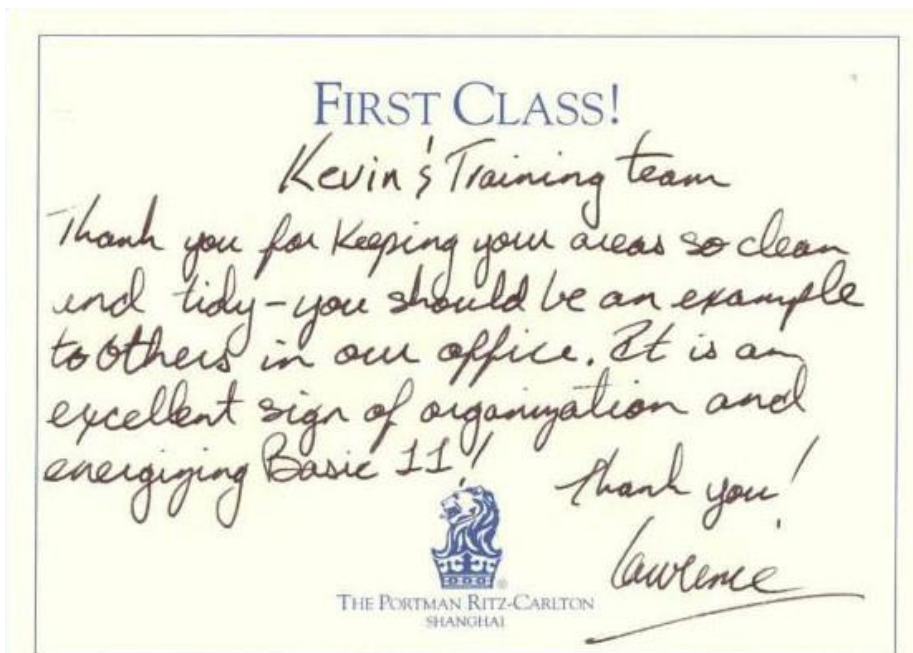
***“We Are
Ladies and
Gentlemen
Serving
Ladies and
Gentlemen”***

CNN Video – Keeping world's highest hotel clean



First class cards

- Given by one employee to another
- To recognize outstanding actions that go above and beyond expectations



A kind word goes a long way

- When is the last time you have appreciated your parent / sibling / friend?
- Your teachers need appreciation too!
- Examples from TLQ:
 - The instructor is willing to help and pay attention to students
 - The lecturer is creative and uses many real-life examples to explain concepts
 - Some jokes are funny!
- Doing the TLQ is important

