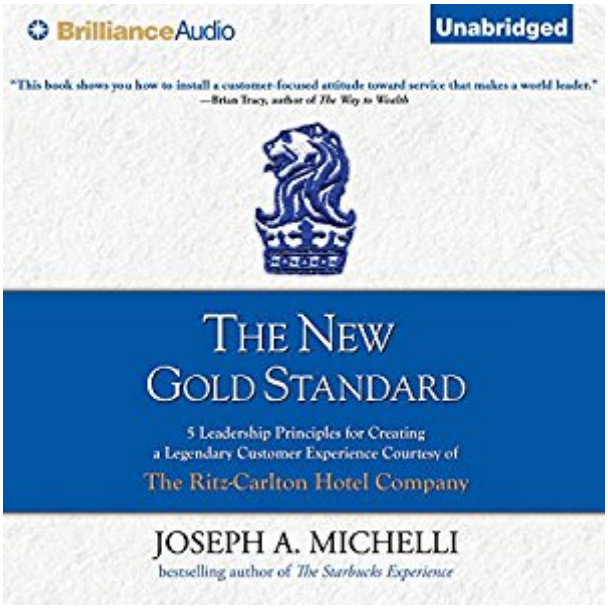
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The New Gold Standard: 5 Leadership Principles For Creating A Legendary Customer Experience Courtesy Of The Ritz-Carlton Hotel Company



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Synopsis

When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Ã¢â ¬Â¢ Understanding the ever-evolving needs of customersÃ¢â ¬Â¢ Empowering employees by treating them with the utmost respectÃ¢â ¬Â¢ Anticipating customers' unexpressed needs and concernsÃ¢â ¬Â¢ Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees - from the corporate office and hotels around the globe - Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

Book Information

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Best Sellers Rank: #20 inÃ Â Books > Business & Money > Management & Leadership > Quality Control & Management > Total Quality Management #70 inÃ Â Books > Business & Money > Marketing & Sales > Customer Service #107 inÃ Â Books > Business & Money > Management & Leadership > Training

Customer Reviews

This book was a class assignment reading from my first MBA class. The principles and values discussed in this book, with plenty of examples, are very similar to the ones I have found in the agile community. The respect for each other, empowering of the people, collaboration and continuous feedback are at the heart of most successful businesses, in addition to training, innovation, self commitment. I enjoyed the inclusion of the corporate responsibility to the environment and humanity found at this company. Good reading.

This book exemplifies the practices of Ritz Carlton in a way that it makes it seem like a dream hotel chain. Although they provide excellent customer service but in my stays at Ritz Carlton, my experiences have been average at best.Read this book not from the point of view of getting in awe of Ritz Carlton but rather how Customer Service is or should be at the heart of the a company and how through empowering employees you can achieve giant milestone.If you are a Hotel owner, you will get some excellent ideas from this and if your someone in the service industry you'll be able to understand how customer service can be taken a notch above.Good read all in all.

This book was very insightful and specific on what makes the Ritz-Carlton Hotel Company guest experience great. There are a lot of key elements that can be used in anyone starting a business or who may have a leadership role with an organization.

Great book on leadership principles- has a ton of good examples on how Ritz Carlton exceeds expectations along with examples of how they've failed customers. Excellent book!

Good read which reminded me of many of the leadership characteristics which I have seen to be the signs of a great leader. Showed me some new ways of explaining some concepts which made more sense that other ways I have seen and read them.

Great book worth the read. I bought them for my entire team!

Good product and fast delivery

After experiencing The Ritz-Carlton's services and reading this book, it's easy to see why they have set the customer service bar high and are now the new gold standard. Enjoy their philosophy!

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