
Service Excellence Best Practices from the Hospitality Industry to inspire the Service Industry





Service excellence is not just about delivering luxury-level service. By definition, service excellence refers to the ability of service providers to consistently meet and occasionally even exceed customers' expectations. This implies that the true meaning of excellent service is relative to the service itself and customers' expectations of it, which also means that the burden of providing excellent customer service falls on even the most budget of brands.





Which Hospitality Companies are the best at delivering Service Excellence?





THE RITZ-CARLTON®

Allows, better yet encourages employees to spend up to \$2000 to solve guest issues. More than the money it's about giving control to the employees to use their time, effort and when needed – the company's money to enhance the experience of any guest.

[Source](#)

THE RITZ-CARLTON





Delighting our guests

We are committed to exceeding guest expectations by surprising them with our ability to anticipate and fulfil their wishes.

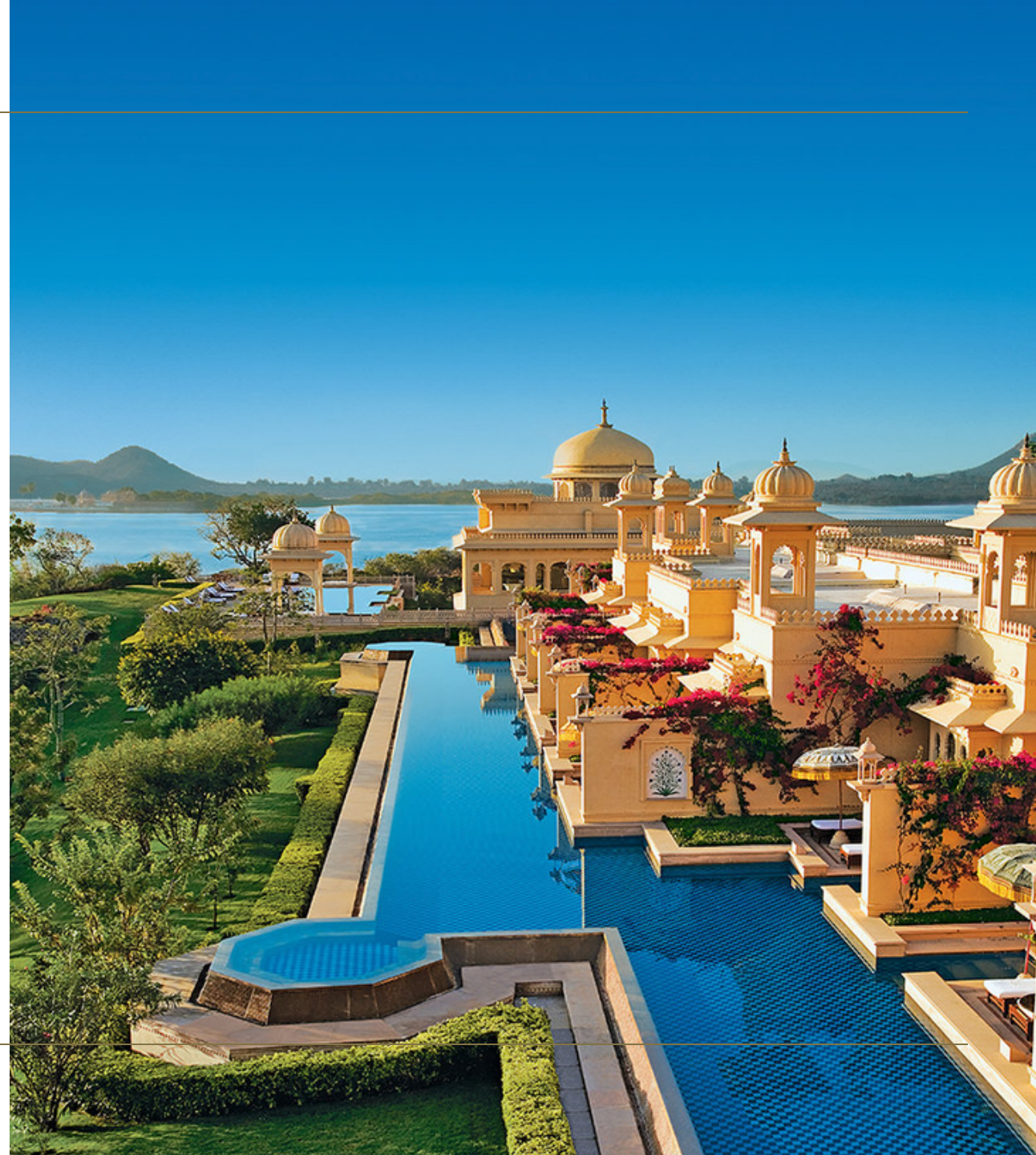
[Source](#)





We are committed to meeting and exceeding the expectations of our guests through our unremitting dedication to every aspect of service.

[Source](#)





FOUR SEASONS *Hotels and Resorts*

Is there anything else I can help you with
Micah: "I've always wanted a pony."
Concierge: "I'll work on that right away,"
followed by four printed pages, in color,
of horses available within twenty-five
miles for purchase, that she slipped
under my door (the printouts, not the
horses) within minutes, with an offer to
pick up any that I fancied, assuming my
credit card could hold the damage.

Source



What do the
best Hospitality
Companies do
to achieve
Service
Excellence?





Identify service excellence
as a strategic
differentiator that creates
value



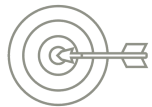
Build and nurture service
culture



Listen to the customer



Document & deliver on
standards



Create “valuable
experiences”



Hire the right talent



Deploy Service Excellence
oriented personal
development plans



Measure & manage
service effectiveness and
value to your customers

How do the
best Hospitality
Companies
achieve
Service
Excellence?



1

Create value for each and every customer

2

Nurture a service mind-set that resonates with the promise of the brand

3

Everyone practices service excellence (Chairman to the Doorman, Front office & Back office from Top floor to Shop floor)

4

Deliver consistently on standards

5

Create standards based on the voice of the customer (avoiding the perception & reality gap)

6

Challenge themselves to create magical experiences

7

Conduct service culture oriented interviews and surveys

8

Empower their employees

9

Regular training, coaching & mentoring

10

Create high internal benchmarks in relation to service against which they are measured

Why do the
best Hospitality
Companies
focus on Service
Excellence?





Recognize the value of service
excellence as a differentiator



Engage your customers to
become your best advertisers
and marketing engine



Believe in the word of mouth
publicity



Become the company your
customers want you to be



Reward loyalty



Create value for the customer
that generate a lifelong value for
the company with a positive
impact on bottom line

What's Next?



Use “Technology” wisely

Integration of technology to provide a superior customer experience that resonates with the brand



Focus on “Experiences”

Rather than simply a product or service. “Experiences” lead to memories and value to the customer



Retain the “Human” element

No tech automation can substitute the warmth created by human high touch interactions but it can definitely support them (and not the opposite)



Build trust

The Pandemic has redefined the customer journey and touchpoints, the key now lies in building “Trust” with the customer on those touchpoints and on the long run



Ready to explore EXCELLENCE further?

Discover our
Service Excellence
toolkit

Who are we?

EHL Advisory Services is the largest Swiss hospitality advisory services firm for hospitality education and service industry development. We bring the expertise of the world's leading hospitality management schools to prepare learning centers and businesses for future success. Our purpose is to raise the level of excellence in your organization with solutions that help you tackle contemporary challenges and prepare for future growth.

[Learn more about EHL Advisory Services](#)