



THE RITZ-CARLTON
LEADERSHIP CENTER

BRAND DIFFERENTIATING SERVICE | Delivering an Elevated Experience

CREATING EMOTIONAL CONNECTIONS

EMOTIONAL ENGAGEMENT PRINCIPLES

- Keep it Streamlined
- Create Defining Moments
- Understand Service Psychology
- Engage the Senses
- Focus on the Details

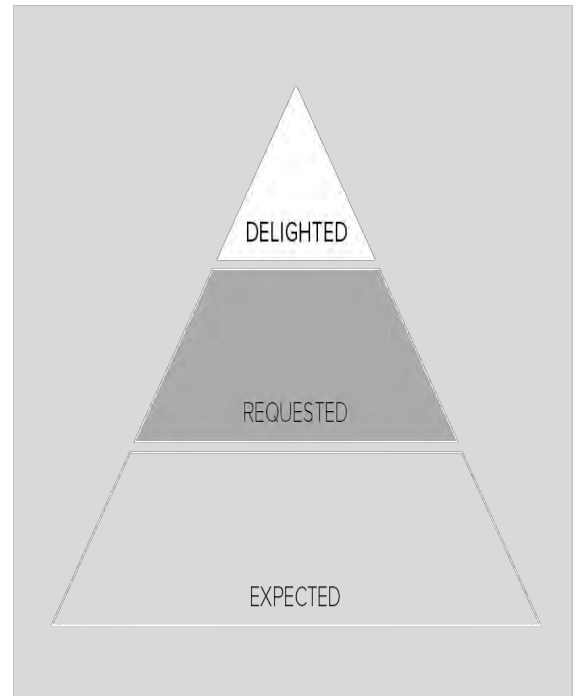
OPTIMIZING EVERY INTERACTION

VALUE

ANTICIPATORY SERVICE

STAYING IN-THE-MOMENT

MEMORABLE CUSTOMER EXPERIENCE



DELIVERING A LEGENDARY EXPERIENCE

ESSENTIAL WOW
Everyday moments of surprise and delight that create an emotional connection with a customer.

LEGENDARY WOW
Large-scale stories of surprise and delight that create brand advocates for life.

GROUP ACTIVITY

Discuss and identify specific ways to create emotional connections by applying your assigned Engagement Principle.

Streamline the Experience
Create Defining Moments
Understand Service Psychology
Engage the Senses
Focus on the Details

1. Gather with your group and discuss the topic.
2. Before the allotted time has elapsed, ensure you have some key bullets written down.
3. A nominee from your group will be called upon to report out.

GROUP ACTIVITY

Discuss and identify specific ways to create Essential and Legendary WOW Moments in your role.

1. Gather with your group and discuss the topic.
2. Before the allotted time has elapsed, ensure you have some key bullets written down.
3. A nominee from your group will be called upon to report out.
