



**THE RITZ-CARLTON  
LEADERSHIP CENTER**



*Introducing an Exclusive Learning Opportunity for the Ladies and Gentlemen of OMNI*

# BEST PRACTICES AND FOUNDATIONS OF THE RITZ-CARLTON

A TWO-PART VIRTUAL PROGRAM SERIES CUSTOM DESIGNED FOR THOSE WHO  
ASPIRE TO DELIVER EXCEPTIONAL SERVICE

## WHY YOU SHOULD ENROLL IN THIS PROGRAM:

*An ever-changing world has forced all of us to face anxious internal and external customers who are grappling with increased wait times, unfamiliar digitized products and platforms, altered product menus and suspension of face-to-face services.*

*The stakes are higher than ever to architect and implement effective service strategies throughout the entire customer life-cycle.*

*This two-part virtual program series, specifically designed for the Ladies and Gentlemen of OMNI, will cover two critical distinctive topics:*

### CUSTOMER JOURNEY MAPPING | Session 01

Creating a seamless door-to-door experience begins by mapping your customer service touch-points from first contact to transfer complete, and then elevating each connection point with proactive service behaviors and effective communication. The Ritz-Carlton Leadership Center will reveal their benchmarkable customer journey mapping methodology, and provide you with a template to craft and implement your own.

### THE ART OF SERVICE RECOVERY | Session 02

Whether you're experiencing disconnect internally across processes and systems, or adapting to new consumer behaviors externally, the stakes are higher than ever to architect and implement effective recovery strategies. This highly engaging program will focus on the tactics needed to "get it right" when it comes to addressing and resolving customer problems as they arise.

## SESSION 01: Offered on Two Dates in May

**TUESDAY, MAY 18 | 9:00 PM TO 11:00 PM PST**  
**THURSDAY, MAY 20 | 7:00 AM TO 9:00 AM PST**

*A two (2) hour virtual program that focuses on:*

- **Customer Journey Mapping Methodology:** Discover the powerful WHY of customer journey mapping, inclusive of the key success factors and how to implement
- **Communication Strategy:** Stay ahead of expressed and unexpressed needs at every customer touch-point with anticipatory outreach
- **Continuous Improvement:** Mapping the customer journey will surface need areas and pain points, which you can use to strengthen engagement and reduce defects

## SESSION 02: Offered on Two Dates in September

**MONDAY, SEPTEMBER 6 | 9:00 PM TO 11:00 PM PST**  
**WEDNESDAY, SEPTEMBER 8 | 7:00 AM TO 9:00 AM PST**

*A two (2) hour virtual program that focuses on:*

- **Problems or Opportunities:** Learn to adopt an 'opportunity mindset' and how to reengage trust when the unexpected occurs
- **Fundamentals of Listening:** Discuss the different types and how to listen gainfully in today's digital/in-person consumer ecosystems
- **An Empowered Apology:** Discover the key components of an effective and authentic apology
- **Effective Service Recovery:** Explore the elements of effective service recovery - timeliness, ownership & follow-up

**By registering for one or both sessions, you will qualify to allow up to four (4) additional participants to join each session. Upon registration, valid email address must be presented to confirm up to a total of five (5) total participants for each session.**

**REGISTRATION OPENS: Monday, April 12** *however registration will be limited*

## REGISTRATION OPTIONS & FEES:

*One-time fee of \$600 per session, per registrant which includes up to (4) additional participants, OR*

*One-time fee of \$1,000 for both sessions, per registrant which includes up to (4) additional participants*

**[REGISTRATION LINK](#)**