




Excellence by Design:
Building a Winning Culture the
Ritz-Carlton Way



Meenal Agarwal, OD
Podcast: *Uncover Your Eyes*




@dr.meenalagarwal



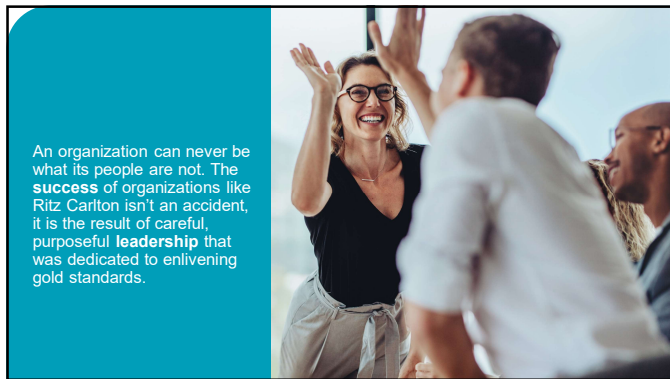
Dr. Meenal Agarwal

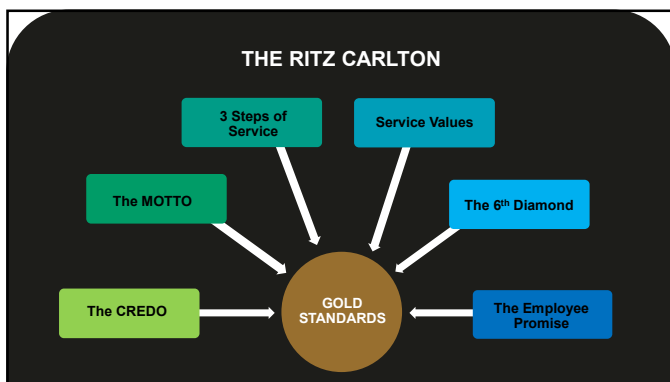
DISCLOSURE STATEMENT

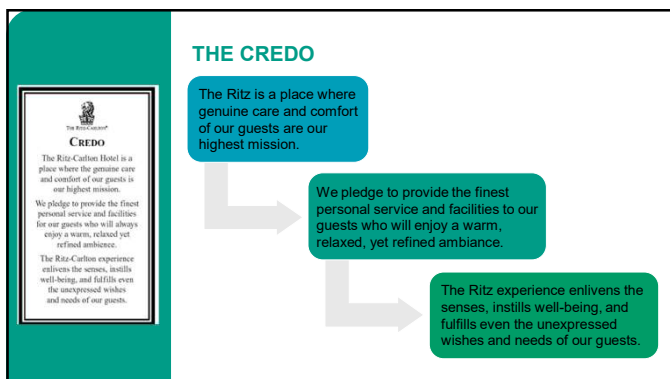
DR. MEENAL AGARWAL has no financial interests to disclose.

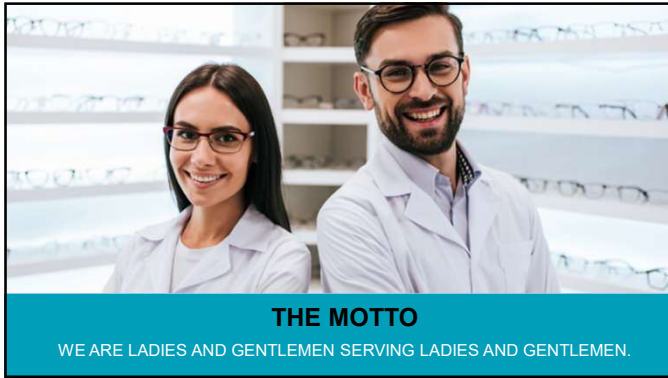


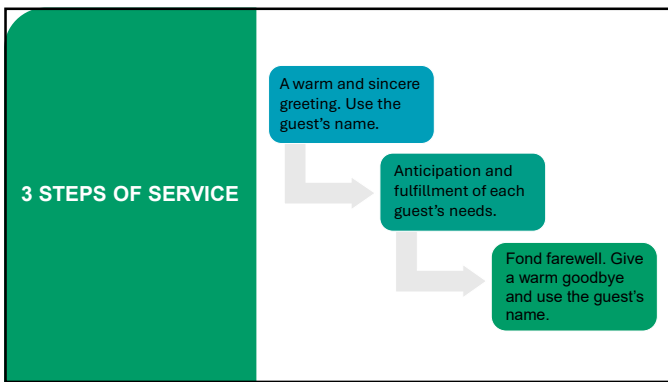
WHAT IS THE RITZ EXPERIENCE ALL ABOUT?

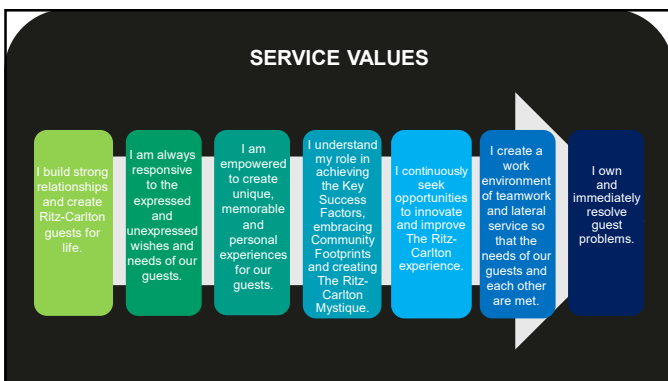


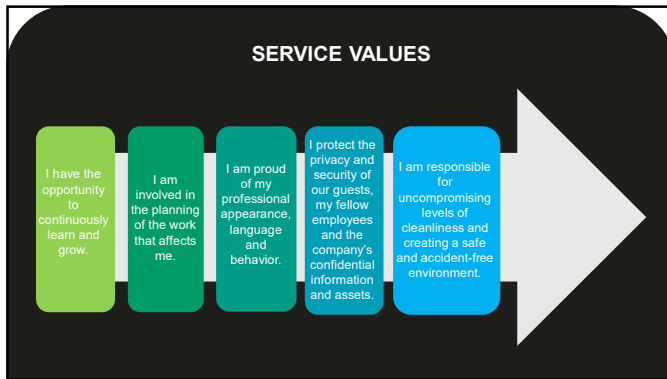


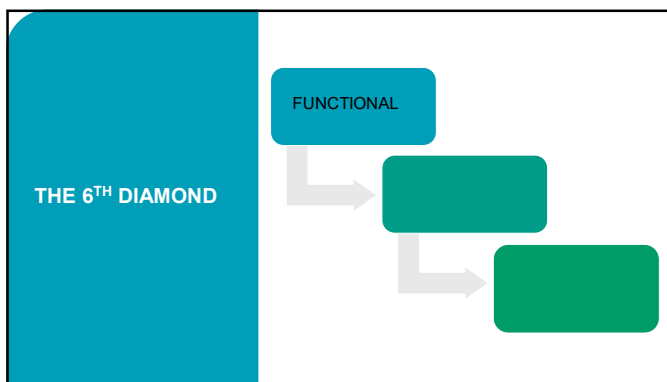








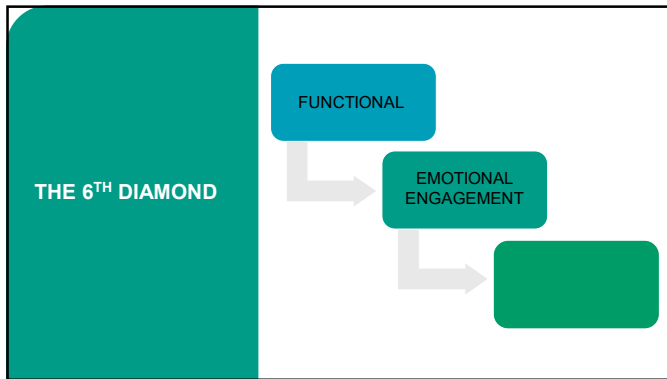




FUNCTIONAL

The functional components involve issues related to physical or hygienic aspects—no errors, timeliness, quality of furnishings, and meeting basic expectations.

These are crucial because, if not met (and by the way, they only get noticed by the guest when they fail), the guest doesn't progress to the next level of the SixTH Diamond: Emotional Engagement.

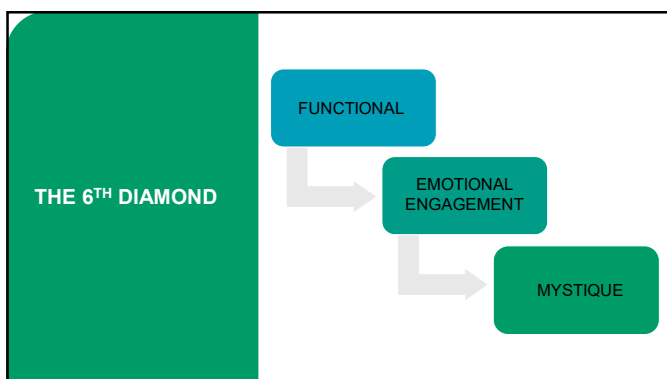


EMOTIONAL ENGAGEMENT

Emotional Engagement is created when we anticipate guests' needs, even before they do. By genuinely caring and making guests feel recognized, important, and unique, we evoke their emotions and memories.

This ensures that guests feel heard and valued.

The slide features a teal background on the left with the title 'EMOTIONAL ENGAGEMENT' and two paragraphs of text. On the right is a photograph of two women, one with short grey hair and one with dark hair, both smiling and looking at a laptop screen.



MYSTIQUE

THAT LITTLE BIT OF MAGIC CREATED BY OUR LADIES AND GENTLEMAN

The magic behind the brand is strengthened through its Gold Standards. Mystique is "a fascinating aura of mystery, awe, and power surrounding someone or something." When experiencing surprise and delight moments, thoughtful touches, and genuine care, guests often wonder, "How did they know? How did they do that?"

From a guest's arrival, where the bellman relays the name on the luggage tag to fellow employees so the guest is greeted with a warm welcome by name, to the guest who quietly mentions his upcoming birthday that will fall during his trip. He will arrive at the property to a team of Ladies and Gentlemen having already prepared some surprise & delight moments for his special trip.

Remember, no matter what type of work you do, you can bring a little Mystique to your role, team, and clinic.

What could this look like?

THE EMPLOYEE PROMISE



THE RITZ-CARLTON

- 1 At the Ritz-Carlton, our Ladies and Gentlemen are the most important resource in our service commitment to our guests.
- 2 By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.
- 3 The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton Mystique is strengthened.

THE RITZ-CARLTON IMMERSIVE EXPERIENCE

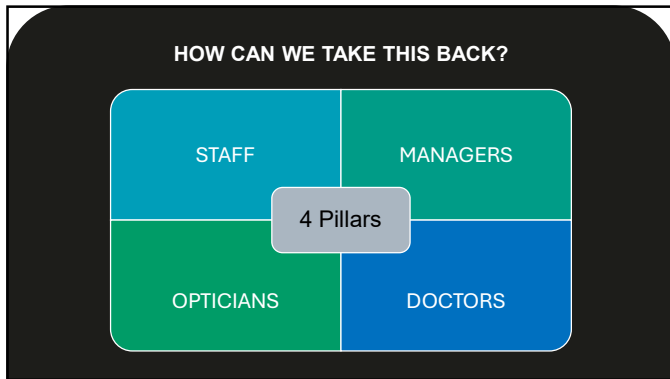
The intended **audience** for this course includes **Customer Service Representatives and Front Desk Agents**

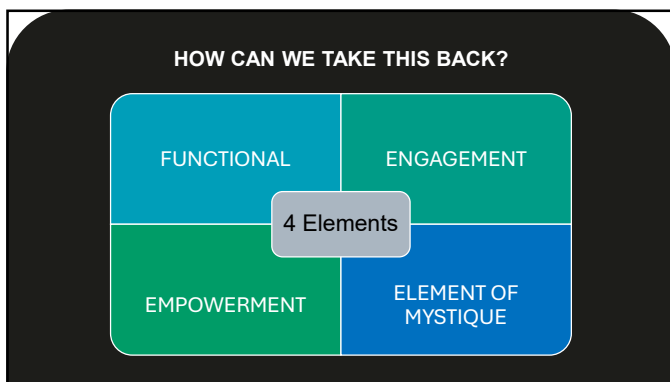
NOT Receptionists or Secretaries.

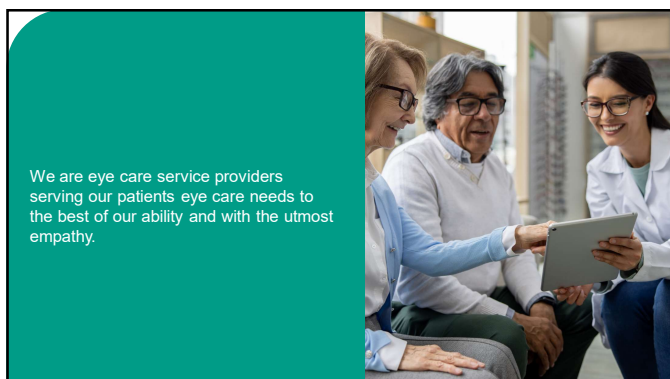
It's crucial to **RESPECT** their roles from the very beginning during onboarding.

SO, WHAT DO WE DO FOR ONBOARDING?












We are eye care service providers serving our patients eye care needs to the best of our ability and with the utmost empathy.

THANK YOU!



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On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.

