

# CREATING A PREMIUM 'RITZ CARLTON' CLIENT EXPERIENCE

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*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

-Maya Angelou



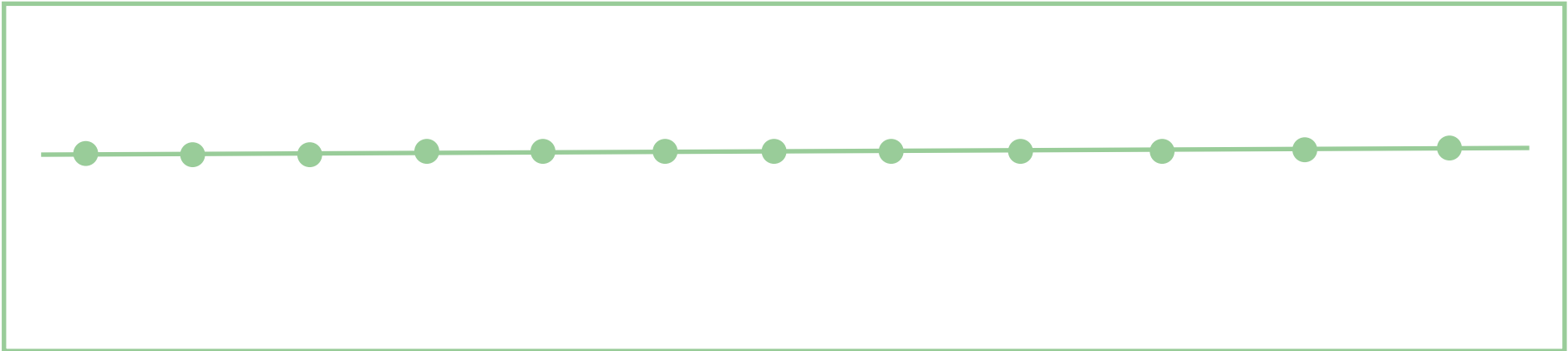
*"In a world saturated with largely undifferentiated goods and services, the greatest opportunity for value creation resides in staging experiences."*

**-The Experience Economy, 2011**



# THE EMOTIONAL WAVE

It's how they feel.....



WORKING	NOT WORKING	IDEAS	TOP 3



# CLIENT TOUCHPOINTS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC



# NOTES

A series of ten horizontal dotted lines for taking notes.