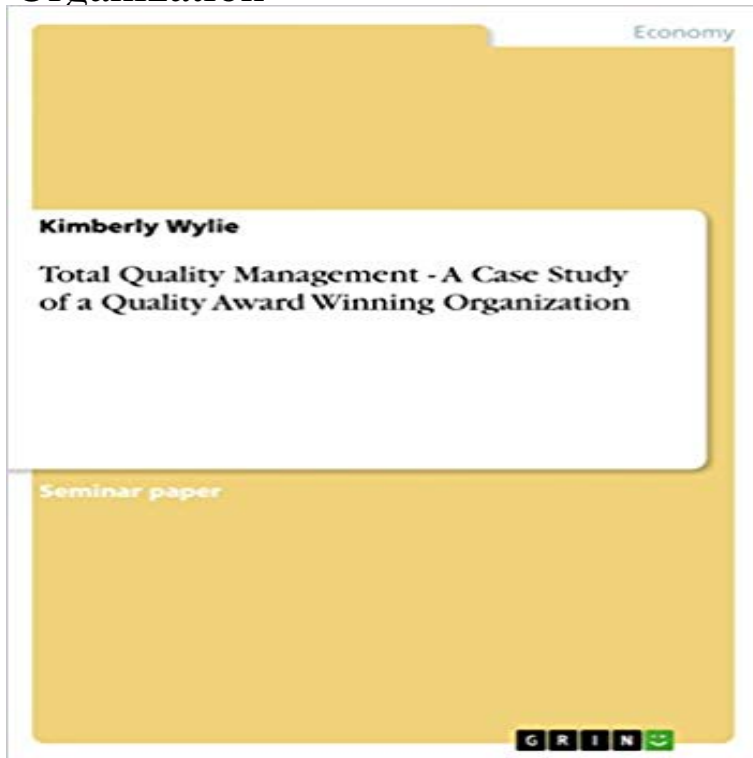


# Total Quality Management - A Case Study of a Quality Award Winning Organization



Seminar paper from the year 2003 in the subject Business economics - Business Management, Corporate Governance, University of Phoenix, 20 entries in the bibliography, language: English, abstract: In today's society, consumers are often seen more as numbers than actual people. Customer service is talked about frequently, but rarely delivered upon. Customers requests or needs that go beyond what employees typically experience often fall upon the deaf ears of apathetic employees. Complaints are often handled equally as careless. One company, however, has a reputation for being different Ritz-Carlton Hotels. The corporation's commitment to customer satisfaction and guest services is apparent in every facet of their business. It is an employee's duty to go above and beyond the call of duty with each and every customer they service. This two-time winner of the prestigious Malcolm Baldrige Quality Award has truly taken customer service to a level head and shoulders above their competition. This superior level of service did not simply happen by chance, however. The Ritz-Carlton organization has molded their employees into superior service providers with a variety of intensive trainings, merit-based appraisal systems, and continuous reinforcement of the company's commitment to these Gold Standards. This commitment by both the organization and each and every team member has allowed Ritz-Carlton to take the theory that the customer is always right and evolve it into the ultimate customer service experience that is the cornerstone of their success. In addition, by using Total Quality Management (TQM), Ritz-Carlton Hotel Company has not only been able to maintain superior customer service, but drive significant and sustainable change. This adaptability, while still maintaining the highest levels of quality, has propelled

Ritz-Carlton to the forefront of its industry.

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