

TRAVEL AND HOSPITALITY

Ritz Paris streamlines customer service to ensure positive reopening

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Gabrielle "Coco" Chanel at her suite at the Ritz Paris

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Hotel Ritz Paris has implemented a technology solution to help staff better manage tasks for streamlined customer service, following its renovation.

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The luxury hotel in Paris recently opened its doors again after a major renovation and is working to ensure its customer service is up to the highest standards. Partnering with hospitality platform Knowcross, the Ritz Paris has installed the technology program in its establishment for staff members to access on any device to manage the hotel.

"In a hotel like The Ritz Paris, staff are the face of the hotel and they are the ones that drive service," said Nikhil Nath, CEO of Knowcross. "Knowcross provides staff the technology tools to help them be more informed, react quickly to requests, anticipate guest requests and provide speedy and accurate resolution of complaints."

Ritz Paris platform

Knowcross is providing Ritz Paris with a series of tools that support its associates' mission to provide excellent customer service. The business of hospitality relies greatly on the establishment's staff, who are essentially the face of the company, and this becomes even more important with luxury hotels.

Associates are saddled with the task of making sure guests have everything they want or need, which can make or break the customer's stay. With Knowcross' Service platform, staff can enter a customer's request or complaint into the system, where any customer service associate will be able to see on any device.



Knowcross' mobile app

When a request gets logged into the system, it will be assigned a time frame and the correct team will be notified. If the task is not completed within the allotted time, a manager is then informed.

Housekeeping tasks can be monitored through the Know Housekeeping platform in which supervisors enter each duty that needs to be done to be completed by the staff. Managers are able to monitor staff, which will select which rooms they are in and what is being done, through the online portal.

The program will notify supervisors when rooms are ready for inspections.

While Know Service does accept complaints, the Know Glitch platform is created especially for customer issues. The program tracks complaints and resolves them to keep sentiment standards high without having to compensate.

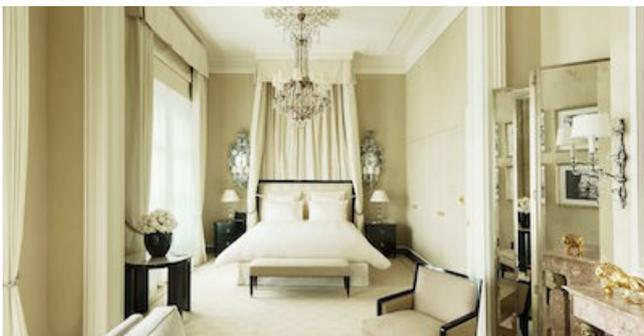
Close and open

Ritz Paris was closed for almost four years while completing renovations and recently opened back up again, with a special Chanel treat.

Drawing inspiration from its founder's life, French atelier Chanel hosted its annual Metiers d'Art collection presentation close to home at the recently renovated Hotel Ritz Paris.

Each year, Chanel travels to a new destination to stage its Metiers d'Art show, with past locales including Shanghai, Dallas and Salzburg, Austria, among others. Chanel selected the high-end Hotel Ritz Paris as its venue for the 2016 Metiers d'Art showing due to the direct relationship that the brand has had with the Place Vendôme hotelier over the years ([see more](#)).

Hotel Ritz Paris announced that it is once again accepting reservations after a nearly three-year hiatus back in March.



The Coco Chanel suite in Ritz Paris

Since 2012, the property was undergoing extensive renovations, but now complete, the Hotel Ritz Paris is "freshly restored." To encourage bookings after much time has passed, the hotel has developed a social campaign highlighting the property's "unique atmosphere and the inimitable French art de vivre" ([see more](#)).

"The affluent consumer is usually time sensitive and Knowcross' tools help staff save time on every guest request," Mr. Nath said. "The affluent consumer at a standard-setting hotel, like the Ritz Paris, also expects a degree of personalization.

"While staff skills go a long way in achieving this, Knowcross' technology plays a critical role by giving staff the right information and the right cues at the right time," he said.

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