



HOW LUXURY HOSPITALITY IS RAISING THE BAR

ANTICIPATORY SERVICE IN THE AGE OF AI

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THE RITZ-CARLTON
YACHT COLLECTION

reduction

agents productivity optimization savings shrinkage avoidance cost

automation digital headcount run-rate scalability time

spend prediction handle ai

bpo linear work after-call contact per gross labor efficiency vs fte roi rate occupancy

virtual average vendor growth aht cost-to capacity serve without

containment deflection staffing net period dynamic overtime



**Customer-first,
not efficiency-first.**



This is AI that works for our agents, not instead of them.

CIC doesn't talk to guests, score agents, or make decisions. It listens at a scale no person can, and hands the resulting pattern to a human who decides what to do with it.



Who are our guests? How does their persona impact how we serve them?



Returning Guest - Already trusts the brand. Wants recognition and consistency, not to be resold.



Luxury Upgrader - Comparing RCYC to what they already know. Confident and analytical, needs proof of the upgrade.



Experience-Led Traveler - Moved by atmosphere and story, not spec sheets or side-by-side comparisons.



Informed Evaluator - Cautious and methodical. Needs clarity, documentation, and patience before committing.

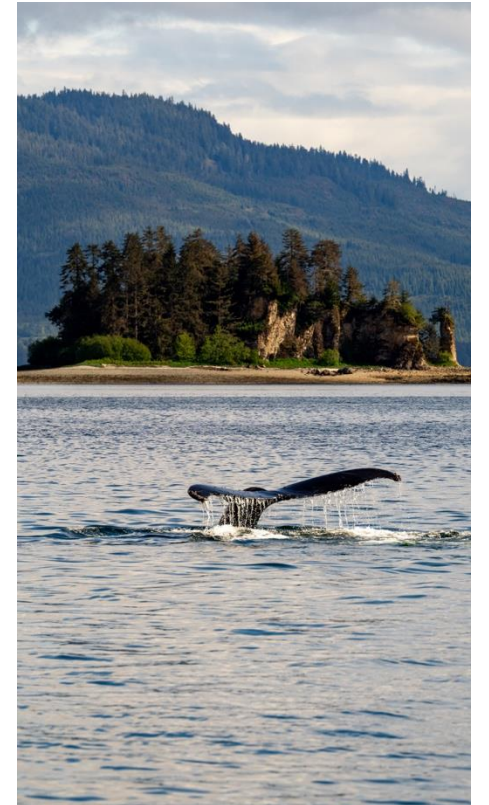




"10-year delayed honeymoon; husband's birthday in May (considering May voyage as combined honeymoon and birthday celebration)"



"Guest's partner recently passed away; she wants to travel as he would have wanted her to enjoy life and pursue her passions (scuba diving, travel)"





"Guest mentioned they are retiring and want to step up their cruise game"



"Celebrating 60 years of friendship between Diane, Susan and Maggie (met in kindergarten) and Diane's 65th birthday on February 9th"



"Birthday on October 14th, just went through a divorce and wants to get away"



Coaching Guidance for Leaders

Prompt:
Over the past 30 days have there been calls where we missed a mention of a celebration or special occasion?

Overall Occasion Discovery Performance

- Of the 1,499 analysed calls where guests mentioned special occasions, agents acted on the opportunity in 937 calls (62.5%) but missed it in 588 calls (39.2%).

Agent Role	First Name	Last Name	Missed Calls
PTP			28
Other			20
PTP			18
Other			17
PTP			16
PTP			16
PTP			15
PTP			15
PTP			14
PTP			14
PTP			12
PTP			11
PTP			11
PTP			11
PTP			10
PTP			10
PTP			10
PTP			10
PTP			9
PTP			9



**AI listens at a scale no person can.
The advisor still decides what
matters.**

That's the whole idea.



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Technology alone does not
create exceptional
experiences.

It never has.



*Is your AI strategy built to make your people faster,
or to make them more perceptive?*





THANK YOU



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