



Hoteles RIU: el cliente a los mandos. Una best practice mundial (Testimonios Empresariales) (Spanish Edition)

Francisco López, Juan Carlos Peralta

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La familia Riu, radicada en Mallorca, compró su primer hotel en 1953 y desde entonces no ha parado de crecer gracias al arte de satisfacer a sus clientes. El secreto de su éxito se basa en algo tan sencillo como la escucha real del cliente y la implementación de sus peticiones. Muchos lo dicen pero pocos lo hacen, y nadie lo hace como RIU. Además, ha sabido profesionalizar una empresa familiar y buscar socios relevantes que le han permitido mantenerse en los puestos de liderazgo mundial en la hostelería vacacional. En este libro se explica cómo RIU ha sido capaz de crear un modelo de empresa cercano a la excelencia, basado en la premisa de poner al cliente a los mandos, y se detallan las claves de ese modelo. Un modelo no sólo aplicable a empresas de hostelería sino de cualquier sector.

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