



INNARCHIVE.COM - BACK TO BASICS

COMPLAINT HANDLING



Complaint Handling – “*People Business 5*”

Agenda



- * The lifetime value of a guest
- * The benefits of complaints
- * How to prevent complaints
- * Empathy and emotional issues
- * The steps to follow
- * Do's and don'ts
- * 5 most frequent complaints

Objectives

By the end of this session you will be able to:

- ✿ Calculate the **life time value** of a guest
- ✿ Identify ways to **prevent** complaints from **escalating**
- ✿ Demonstrate **effective** steps for **handling** a complaint
- ✿ List **do's** and **don'ts**
- ✿ List possible solutions to the **3 most complaint issues**
- ✿ **Feel good** about complaints!



Ice Breaker

Present yourself with

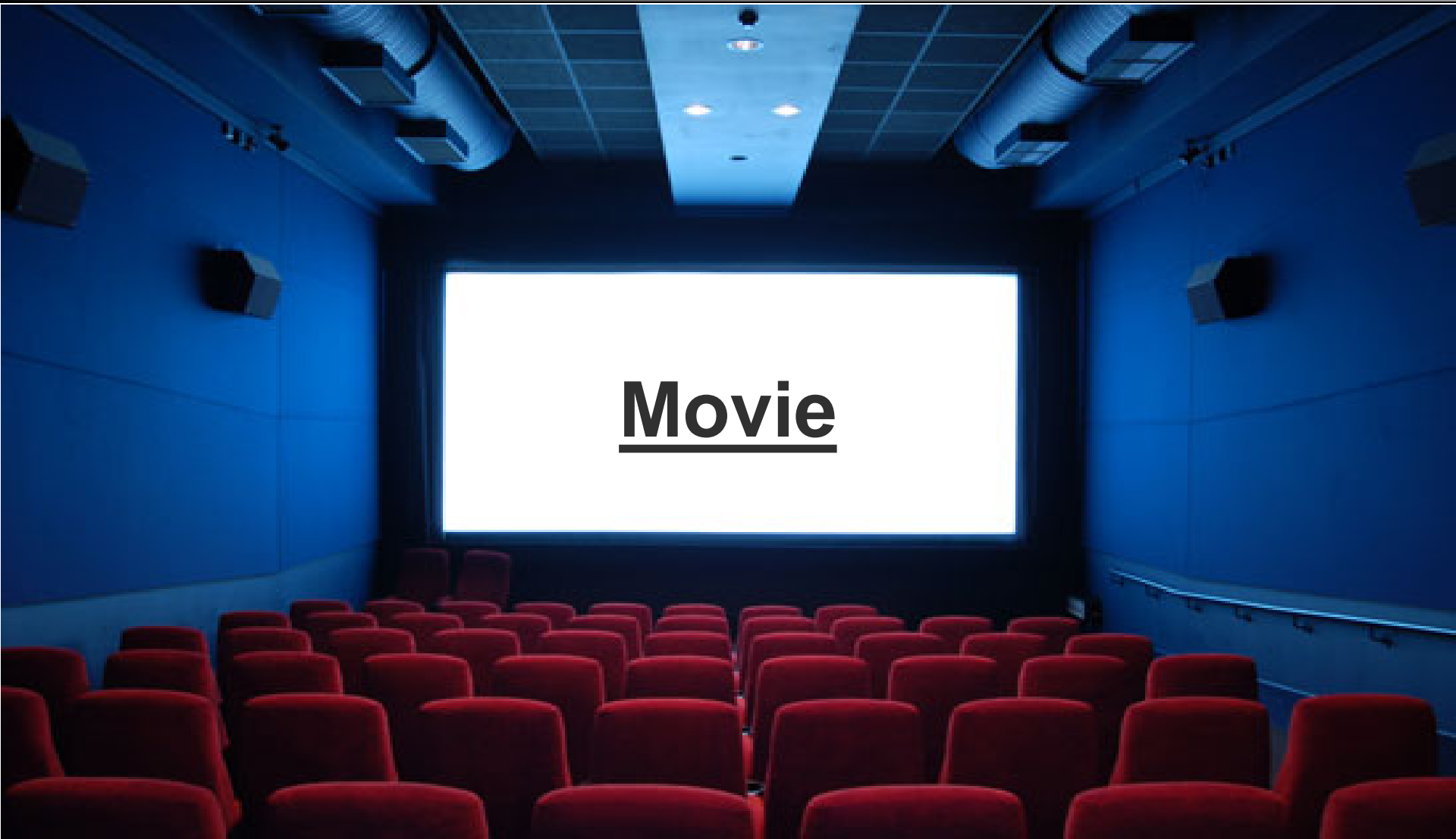
- ✿ name
- ✿ department

Tell us your complaint story

- ✿ where did it happen
- ✿ what was the complain about
- ✿ how it has been handled
- ✿ if there were benefits out of it



A Real Story...



Benefits of guest feedback



* What are the
benefits
of receiving guest
feedback?

Lifetime Value

Individually calculate the “value” of a guest who:

- * Dines in the restaurant twice a week
- * Average check is € 137,50
- * Food cost is 22%
- * Lifespan is 5 years
- * What is the “value” of this guest?
- * Correct or close result will get a prize ! :D



Lifetime Value calculated

€137.50 x 2 (twice a week) = €275

100 % = €71,500

€275 x 52 (weeks) = €14,300

78 % = **€55,770**

€14,300 x 5 (years) = €71,500

Additional profit with cost of goods deducted:

Customer Visits	Year One	Year Two	Year Three	Year Five
Three times a week:	€ 16,731.00	€ 33,462.00	€ 50,193.00	€ 83,655.00
Two times a week:	€ 11,154.00	€ 22,308.00	€ 33,462.00	€55,770.00
52 times a year:	€ 5,577.00	€ 11,154.00	€ 16,731.00	€ 27,885.00
24 times a year:	€ 2,574.00	€ 5,148.00	€ 7,722.00	€ 12,870.00
12 times a year:	€ 1,287.00	€ 2,574.00	€ 3,861.00	€ 6,435.00

Did you know?



- ✿ 90% of unhappy guests **never complain. Why?**
- ✿ A dissatisfied guest will **tell up to 10** others about it. Let's do a calculation!
- ✿ **70% will return** if you resolved the problem
- ✿ **95%** will return if you resolved the problem **on the spot**
- ✿ The **main reason** why guests do **not return** is because there was an **attitude of indifference** by the staff/ manager



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Comment vs. Complaint

What is the **difference** between
a guest **comment** and a **complaint**?

Prevention & Signs

In your groups discuss:

- ✿ How can you **prevent** complaints from **happening** or **escalating**?
- ✿ What are the **signs** of an irritated or **unhappy guest**?

Write your ideas on a flip chart and show us the signs.



Re-cap



The Process - LOYAL



Don'ts and Do's



- * Try to prove the guest is wrong
- * Recommend they tell someone else
- * Say that other guests have told us the same thing
- * Show annoyance or irritation
- * Blame a colleague/company
- * Make excuses



- * If you are not able to solve the problem immediately contact supervisor and explain the situation
- * Be honest
- * Show compassion for the problem at hand
- * Keep your guest informed

Role Play

Form groups of three.

- * one guest**
- * one employee**
- * one observer**

Act out a real life scenario.

Action Plan



Individually:

- ✿ Write down the **top 3 complaints** in your department
- ✿ Think about **why** these complaints happen
- ✿ Write down one thing **you will do from now** on that will prevent one of these complaints to happen in the future
- ✿ **Share with your neighbour** and ask them to follow-up with you within 21 days



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thank[🌸]You