



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

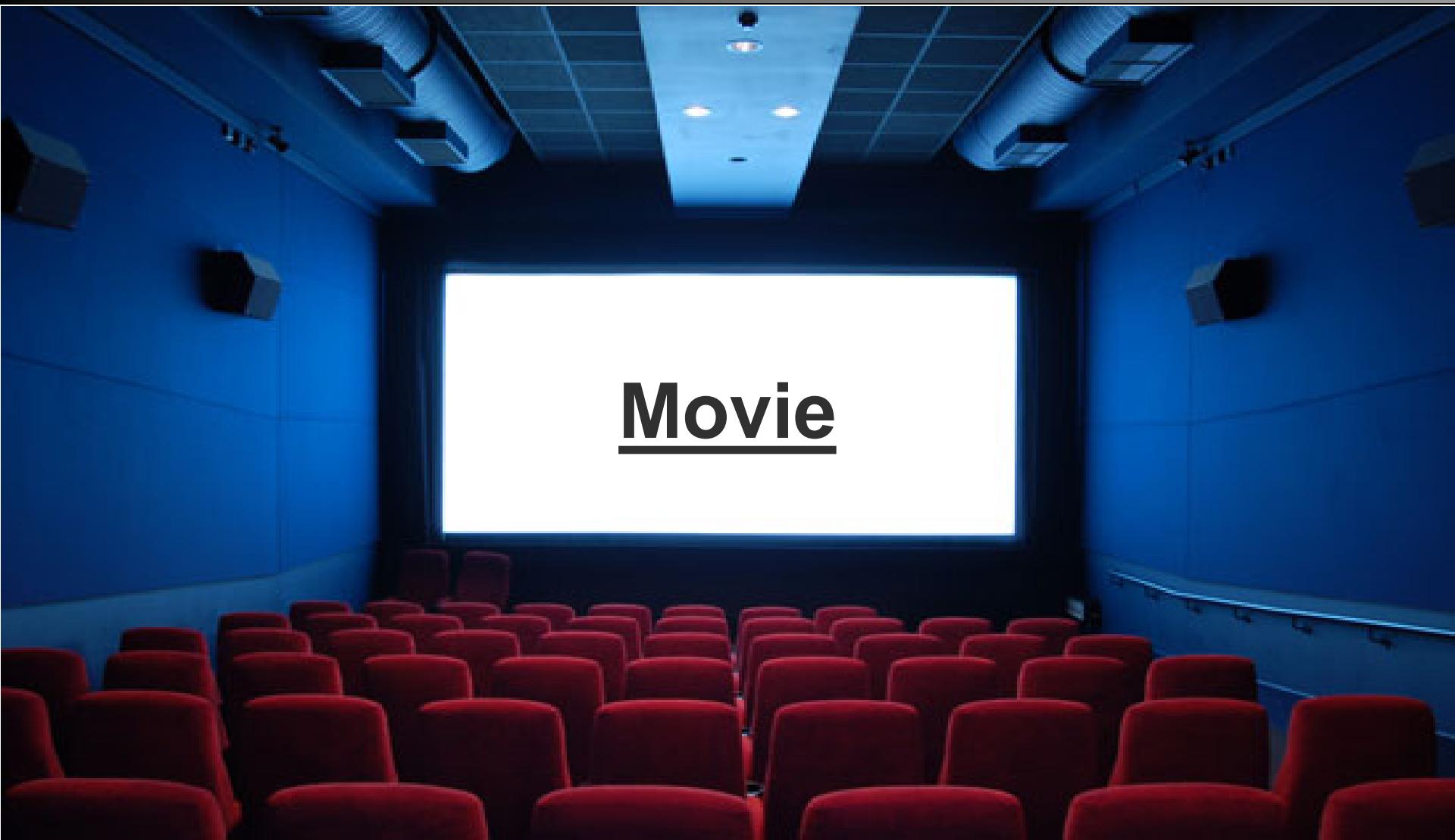
- ✿ name
- ✿ department

### 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...



**Movie**

## 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**

**€275 x 52 (weeks) = €14,300**

**€14,300 x 5 (years) = €71,500**

**100 % = €71,500**

**78 % = €55,770**

**Additional profit with cost of goods deducted:**

<b>Customer Visits</b>	<b>Year One</b>	<b>Year Two</b>	<b>Year Three</b>	<b>Year Five</b>
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	<b>€ 55,770.00</b>
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

## 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

A stage with red curtains and spotlights. The stage floor has several glowing yellow spheres. The background is a dark grey.

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



## BACK TO BASICS – COMPLAINT HANDLING

thank *You*