

# SOP Template: Handling Guest Complaints and Feedback

This SOP details the process of **handling guest complaints and feedback** to ensure customer satisfaction and continuous service improvement. It includes receiving and acknowledging complaints promptly, documenting and categorizing feedback, investigating issues thoroughly, resolving complaints efficiently, and following up with guests to confirm resolution. The procedure emphasizes clear communication, empathy, professionalism, and maintaining records for quality assurance and staff training purposes.

## Purpose

To provide a standardized process for effectively addressing guest complaints and feedback, ensuring guest satisfaction and ongoing service improvements.

## Scope

This SOP applies to all staff interacting with guests in any capacity.

## Procedure

- 1. Receiving Complaints/Feedback**
  - Listen attentively and without interruption.
  - Acknowledge the concern with empathy and professionalism.
  - Thank the guest for bringing the issue to attention.
- 2. Documenting and Categorizing**
  - Record the complaint/feedback accurately, including guest details, nature of the issue, date, and time.
  - Categorize the issue according to predefined categories (e.g., service, facility, cleanliness, staff behavior).
- 3. Investigating the Issue**
  - Gather all relevant information from involved parties and records.
  - Assess the cause and potential impacts of the issue.
- 4. Resolving Complaints**
  - Identify an appropriate and timely resolution.
  - Communicate the solution clearly to the guest and implement it without delay.
- 5. Follow-Up**
  - Contact the guest after resolution to confirm satisfaction.
  - Document guest feedback on the resolution process.
- 6. Record Keeping & Quality Assurance**
  - Maintain records of all complaints and feedback for future reference, analysis, and staff training.
  - Periodically review records to identify trends and areas for service improvement.

## Roles and Responsibilities

Role	Responsibilities
Frontline Staff	Receive, acknowledge, and document complaints; escalate complex cases if necessary.
Supervisors/Managers	Investigate, resolve, and follow up on complaints; ensure documentation and quality assurance.
Quality Assurance Team	Regularly review complaint records, identify trends, and recommend training or service improvements.

## Communication Guidelines

- Communicate with empathy, clarity, and professionalism at all times.
- Maintain confidentiality of guest information.
- Keep guests informed of progress and timelines during the resolution process.

## Continuous Improvement

Regular training will be conducted based on insights from recorded complaints and feedback. The SOP will be reviewed annually for effectiveness and updated as needed.