

# SOP Template: Handling Guest Inquiries and Complaints

This SOP details the process for **handling guest inquiries and complaints**, including prompt response protocols, effective communication techniques, issue resolution strategies, follow-up procedures, and documentation requirements. The goal is to enhance guest satisfaction by ensuring all inquiries and complaints are addressed professionally, efficiently, and courteously, fostering a positive experience and maintaining the organization's reputation.

## 1. Purpose

To provide clear guidelines for responding to guest inquiries and complaints to ensure a positive and consistent guest experience.

## 2. Scope

This SOP applies to all employees who interact with guests in-person, over the phone, via email, or through digital channels.

## 3. Responsibilities

- All staff must adhere to this SOP when handling guest inquiries and complaints.
- Supervisors are responsible for reviewing escalated issues and supporting resolution.
- Management is responsible for ensuring procedures are reviewed and updated as needed.

## 4. Procedures

- 1. Receiving the Inquiry or Complaint**
  - Greet the guest courteously and attentively.
  - Listen actively without interruption.
  - Express empathy and understanding.
- 2. Prompt Response Protocols**
  - Acknowledge all guest inquiries within 5 minutes (in-person/phone) or 1 business day (email/online).
  - Provide your name and position for accountability.
- 3. Effective Communication Techniques**
  - Maintain eye contact and positive body language.
  - Use a calm and professional tone.
  - Clarify the issue by asking relevant questions.
  - Repeat or paraphrase the concern to demonstrate understanding.
- 4. Issue Resolution Strategies**
  - Determine the root cause of the issue.
  - Offer practical solutions or alternatives within your authority.
  - If unable to resolve, escalate to the appropriate supervisor or manager promptly.
- 5. Follow-up Procedures**
  - Confirm guest satisfaction with the solution provided.
  - Follow up (where applicable) within 24 hours to ensure the issue has been resolved.
- 6. Documentation Requirements**
  - Record all inquiries and complaints in the designated log or CRM system.
  - Include date, time, guest details, nature of inquiry/complaint, actions taken, and status.
  - Escalated issues must be documented and reported to management immediately.

## 5. Monitoring and Review

- Supervisors must review logs regularly for trends and implement improvements where needed.
- This SOP should be reviewed annually or as required.

## 6. References

- Company Customer Service Policy
- Escalation Protocol Guidelines

- Data Protection & Privacy Policy

## 7. Revision History

- Version 1.0 – [Date]: Initial Creation