

SOP Template: Handling Guest Complaints and Feedback

This SOP provides guidelines for **handling guest complaints and feedback**, ensuring timely and effective responses to guest concerns, fostering a positive customer experience, and promoting continuous improvement. It covers complaint reception, documentation, assessment, resolution strategies, follow-up procedures, and communication protocols, aiming to enhance guest satisfaction and loyalty while maintaining professional and courteous interactions.

1. Purpose

To establish standardized procedures for receiving, addressing, documenting, and resolving guest complaints and feedback in a professional and efficient manner.

2. Scope

This SOP applies to all staff members who interact with guests and are responsible for handling guest complaints and feedback.

3. Responsibilities

- **Frontline Staff:** Receive and acknowledge complaints, document details, and notify supervisors if required.
- **Supervisors/Managers:** Assess, investigate, and resolve complaints as per guidelines. Ensure appropriate follow-up and record keeping.
- **Guest Relations/Quality Team:** Monitor trends, analyze feedback, and recommend improvements.

4. Procedure

Step	Description
1. Reception	<ul style="list-style-type: none">• Listen actively and attentively to the guest's concerns without interruption.• Express empathy and understanding.• Thank the guest for bringing the issue to your attention.
2. Documentation	<ul style="list-style-type: none">• Record complaint/feedback details including guest name, contact details, date/time, and a summary of the issue.• Use the designated complaint log or software.
3. Assessment	<ul style="list-style-type: none">• Determine severity and urgency.• Escalate to the appropriate supervisor/manager if necessary.
4. Resolution	<ul style="list-style-type: none">• Take corrective action as per company guidelines.• Offer appropriate compensation or apology if applicable.• Ensure the guest is satisfied with the resolution.
5. Follow-up	<ul style="list-style-type: none">• Contact the guest within a specified time to confirm satisfaction.• Document the follow-up communication.
6. Communication and Reporting	<ul style="list-style-type: none">• Maintain professional, courteous communication at all times.• Report trends and recurring issues to management for process improvement.

5. Communication Protocols

- Respond to all complaints and feedback within **24 hours**.
- Remain calm, patient, and professional during all interactions.
- Provide regular updates to the guest if resolution requires more time.
- Use positive language and thank guests for their feedback.

6. Documentation & Records

- All complaints and feedback must be logged in the official record-keeping system.

- Records are to be reviewed periodically to identify improvement opportunities.

7. Continuous Improvement

- Use guest feedback and complaint data to improve products, services, and processes.
- Provide training for staff on complaint handling procedures.

8. Revision History

Date	Changes Made	Approved By
[Insert Date]	Initial SOP issue	[Name/Title]