

SOP Template: Quality Control and Guest Feedback Collection

This SOP details the processes for **quality control and guest feedback collection**, including setting quality standards, monitoring product and service performance, collecting and analyzing guest feedback through various channels, addressing guest complaints and suggestions, implementing continuous improvement measures, and documenting all quality and feedback activities to enhance overall guest satisfaction and operational excellence.

1. Purpose

To establish a systematic approach for maintaining quality standards and collecting guest feedback with the aim of continuously improving guest experiences and operational performance.

2. Scope

This SOP applies to all areas of operation, including front-of-house, back-of-house, and guest service teams.

3. Responsibilities

- **Quality Control Team:** Sets and reviews quality standards, monitors compliance, and implements corrective actions.
- **Guest Service Team:** Collects feedback, addresses guest concerns, and communicates suggestions to relevant departments.
- **Management:** Reviews feedback reports, ensures implementation of improvement actions, and evaluates SOP effectiveness.

4. Procedure

4.1 Setting Quality Standards

1. Define measurable quality benchmarks for products and services, aligning with brand standards and guest expectations.
2. Document and communicate standards to all staff.
3. Review standards quarterly or as needed.

4.2 Monitoring Product and Service Performance

1. Conduct regular inspections (e.g., daily/weekly checklists).
2. Use mystery guest audits or internal audits as applicable.
3. **Record** and report deviations from standards.

4.3 Collecting Guest Feedback

1. Utilize multiple feedback channels:
 - In-person interaction (verbal feedback, comment cards)
 - Digital surveys (post-visit, email, online forms)
 - Online review platforms (TripAdvisor, Google, etc.)
2. Encourage guests to share both positive comments and improvement suggestions.
3. Ensure timely follow-up on feedback received.

4.4 Analyzing Feedback

1. Input all feedback into a centralized feedback management system.
2. Classify and prioritize feedback as:
 - Complaints
 - Suggestions
 - Praise
3. Identify trends and common issues for root cause analysis.

4.5 Addressing Complaints and Suggestions

1. Acknowledge all complaints within 24 hours.
2. Escalate unresolved issues to department heads.
3. Document actions taken and resolutions provided.

4.6 Implementing Continuous Improvement

1. Share feedback analysis and corrective action reports in regular team meetings.
2. Implement agreed-upon improvements and monitor results.
3. Update training and procedures as needed based on feedback trends.

5. Documentation

- Maintain records of inspections, audits, and feedback in the feedback management system or dedicated logs.
- Store complaint resolution records for a minimum of one year.
- Archive quarterly quality review and improvement action plans for management review.

6. Review and Update

This SOP shall be reviewed annually or upon significant operational changes to ensure continued effectiveness and relevance.

7. References

- Brand Quality Standards Manual
- Guest Feedback Policy
- Continuous Improvement Guidelines