

Standard Operating Procedure

Handling Guest Inquiries and Complaints

This SOP details the process for **handling guest inquiries and complaints**, encompassing prompt response strategies, effective communication techniques, complaint resolution protocols, documentation and follow-up procedures, and continuous improvement measures. The objective is to ensure guest satisfaction by providing timely, courteous, and professional service, addressing concerns efficiently, and maintaining a positive reputation for the organization.

1. Scope

This procedure applies to all staff responsible for guest relations and service management.

2. Responsibilities

- **Frontline Staff:** Receive and address guest inquiries and complaints.
- **Supervisors/Managers:** Support escalated cases and oversee resolution process.
- **Quality Assurance:** Monitor, evaluate, and improve processes.

3. Procedures

- 1. Receiving Guest Inquiries or Complaints**
 - Greet the guest warmly and listen attentively.
 - Use positive body language and maintain eye contact.
 - Acknowledge the concern promptly (within 2 minutes for in-person or phone, within 1 hour for email/online inquiries).
- 2. Effective Communication**
 - Use polite and empathetic language.
 - Restate the issue for confirmation.
 - Thank the guest for bringing the matter to attention.
- 3. Complaint Resolution Protocol**
 - Assess the complaint and identify the root cause.
 - Offer solutions per organizational policy whenever possible.
 - Escalate to a supervisor or manager if unresolved or out of authority scope.
 - Inform the guest of expected resolution timelines and progress.
- 4. Documentation and Follow-Up**
 - Document all complaints and resolutions in the designated log/system.
 - Note guest feedback and recommended improvements.
 - Follow up with the guest to confirm satisfaction within 24 hours (or as per standard).
- 5. Continuous Improvement**
 - Review complaints and resolutions during regular team meetings.
 - Implement process improvements based on trends and feedback.

4. Reference Table

Step	Responsible	Timeline	Documentation
Receive and acknowledge complaint	Frontline Staff	Within 2 min (in-person/phone) Within 1 hr (email/online)	Guest Complaint Log
Escalate if needed	Frontline/Supervisor	Immediately	Escalation Record

Resolve and follow-up	Frontline/Supervisor	Within 24 hrs	Resolution Log, Feedback Form
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5. Records and Documentation

- All guest complaints and inquiries must be recorded in the designated system.
- Resolution actions and guest feedback must be filed for quality assurance.

6. Review and Update

- This SOP should be reviewed annually or after significant process changes.
- Revisions must be approved by the Quality Assurance Manager.

Approved by: _____ *Date:* _____