Standard Operating Procedure (SOP)

Guest Complaint and Feedback Handling Process

This SOP details the **guest complaint and feedback handling process**, covering the steps for receiving, documenting, and addressing guest concerns promptly and effectively. It includes guidelines for acknowledging complaints, investigating issues, providing appropriate resolutions, and following up to ensure guest satisfaction. The procedure aims to enhance customer service quality, improve operational practices, and foster positive guest relationships by systematically managing feedback and resolving complaints in a professional and timely manner.

1. Purpose

To provide a structured procedure for efficiently handling guest complaints and feedback, ensuring concerns are acknowledged, resolved, and followed up on, to maximize guest satisfaction and improve service quality.

2. Scope

This procedure applies to all team members who interact with guests, including but not limited to Front Office, Housekeeping, Food & Beverage, and Guest Relations departments.

3. Responsibilities

- **All Staff:** Receive and report guest complaints/feedback immediately.
- **Supervisors/Managers:** Investigate, document, resolve, and follow up on complaints.
- **Guest Relations/Quality Manager:** Analyze trends, implement service improvements, and report to management.

4. Procedure

1. **Receiving Complaints/Feedback**
   - Listen actively and politely without interruption.
   - Show empathy and thank the guest for their feedback.
   - Record the complaint/feedback in the designated log or system immediately.
2. **Acknowledgement**
   - Express understanding and apologize for any inconvenience caused.
   - Assure the guest that the issue will be addressed promptly.
3. **Documentation**
   - Capture guest's name, room number/contact details, date/time, nature of complaint/feedback, and any immediate actions taken.
   - Ensure all information is entered accurately in the Guest Complaint/Feedback Log.
4. **Investigation**
   - Assign the complaint to the relevant department/supervisor.
   - Gather details, review related records, and interview staff if necessary.
   - Determine root cause of the issue.
5. **Resolution**
   - Offer an appropriate solution, service recovery, or compensation based on company policy and guest expectations.
   - Ensure the resolution is provided as quickly as possible.
   - Inform the guest of the actions taken or planned.
6. **Follow-Up**
   - Contact the guest within a defined timeframe to confirm satisfaction with the resolution.
   - Update the complaint log with outcome and any feedback provided by the guest post-resolution.
7. **Escalation**
   - If the complaint is unresolved, escalate to senior management in accordance with escalation guidelines.
8. **Analysis & Improvement**
   - Regularly review complaint/feedback logs for trends and recurring issues.
   - Recommend and implement improvements to processes and services.

5. Documentation & Records

Document/Record	Responsibility	Retention Period
Guest Complaint/Feedback Log	Front Office/Guest Relations	1 year

Investigation Reports	Department Manager	1 year
Resolution & Follow-up Records	Supervisor/Quality Manager	1 year

6. Related Policies & Forms

- Guest Complaint/Feedback Log Form
- Service Recovery/Compensation Authorization Form
- Customer Service Policy

7. Revision History

Date	Version	Changes	Approved By
2024-06-20	1.0	Initial SOP issued	General Manager