

# SOP: Collecting Feedback from Guests Post-Visit and Updating Guest Profiles

This SOP details the process for **collecting feedback from guests post-visit and updating guest profiles**, including timely outreach methods, standardized feedback collection techniques, data entry protocols, analysis of guest comments, and ensuring accurate updates to guest information in the database. The objective is to enhance guest satisfaction, tailor future experiences, and maintain up-to-date records for personalized service and continuous improvement.

## Purpose

To systematically gather guest feedback after each visit, analyze comments for actionable insights, and maintain up-to-date guest profiles in order to improve service quality and personalize future experiences.

## Scope

This SOP applies to all guest-facing staff and the designated guest relations/database management team.

## Procedure

- 1. Initiate Post-Visit Outreach**
  - Within 24–48 hours of a guest's visit, reach out using the guest's preferred contact method (email, phone call, or text message).
  - Use the standardized *Guest Feedback Request Template* (see Appendix A).
- 2. Collect Feedback**
  - Send a survey link or conduct a brief call to collect both quantitative ratings and qualitative comments.
  - Log received feedback in the central feedback collection system.
- 3. Analyze Guest Comments**
  - Categorize feedback by type (positive, negative, suggestion).
  - Identify immediate action items and areas for improvement.
- 4. Update Guest Profiles**
  - Record any preferences, complaints, compliments, and special requests mentioned during feedback.
  - Update the CRM or guest database with new information within 24 hours of receiving feedback.
- 5. Follow Up**
  - If required, respond to guests regarding issues raised and note follow-up actions in the guest profile.

## Roles & Responsibilities

Role	Responsibility
Guest Relations Staff	Contact guests post-visit, collect feedback, and ensure guest profiles are updated promptly.
Database Manager	Maintain accuracy of guest information and ensure feedback data is stored securely.
Management	Review feedback reports, analyze trends, and implement service improvements.

## Data Entry Protocols

- Ensure all feedback is entered into the designated fields in the CRM system.
- Tag guest profiles with relevant preferences or notes for easy reference.
- Back up feedback data daily as part of standard IT procedures.

## Quality Assurance

- Conduct monthly audits of updated guest profiles to ensure accuracy and completeness.
- Randomly sample feedback entries to verify correct categorization and action documentation.

## Appendix A: Guest Feedback Request Template

<b>Subject:</b> Thank You for Visiting! We Value Your Feedback
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Dear [Guest Name],

Thank you for visiting [Property/Business Name]. We strive to provide an exceptional experience and would appreciate your feedback to help us serve you better. Please take a moment to complete our short survey [\[link\]](#) or reply to this email with your comments.

We look forward to welcoming you again soon!

Sincerely,

The [Business Name] Team

\*All records must be managed according to data protection and privacy regulations.