



Guest Relations Course

Qlion

Complaints Handling



Course description

BRAINSTORMING

DEFINITION

THE SOURCES OF A COMPLAINT

TYPES OF COMPLAINTS

TYPES OF COMPLAINERS

SERVICE FAILURE CONSEQUENCES

SERVICE RECOVERY PARADOX

BAD MOUTH VS WOW EXPERIENCE

HOW TO HANDLE COMPLAINTS





Brainstorming

What issues did you encounter during your previous stays at hotels ?

Definition

A Guest Complaint is a written or verbal displeasure of a guest, regarding something wrong or not satisfactory.

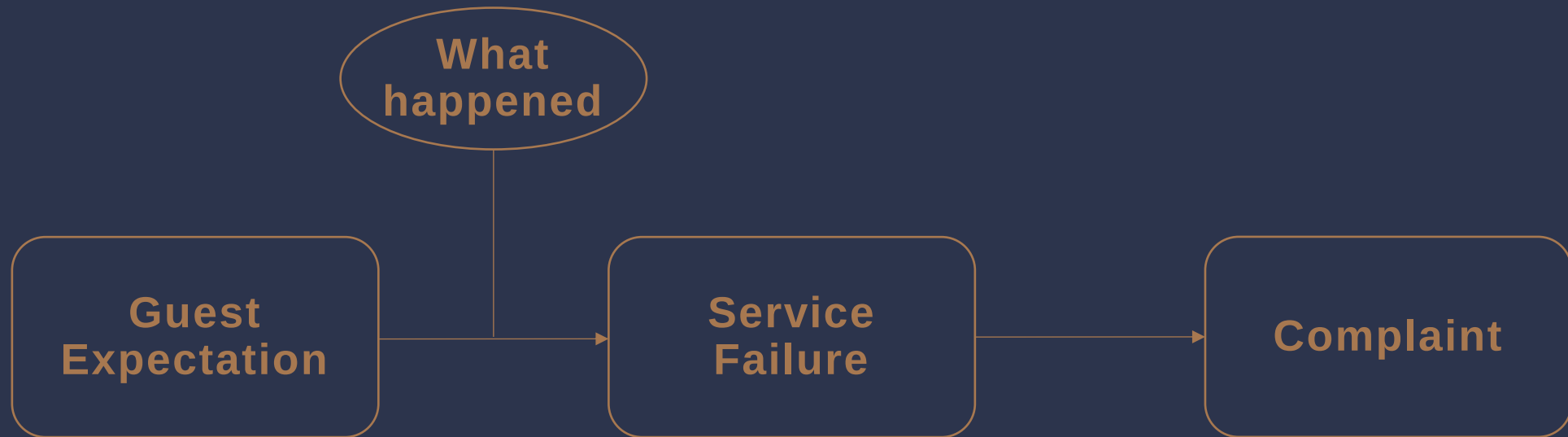
Different terms used :

- **Feedback**
- **Constructive criticism**
- **Review**
- **Service Failure**



Reference

The source of a complaint



Guest Complaints

FOUR TYPES OF COMPLAINTS :

- 1. Mechanical**
- 2. Attitudinal**
- 3. Service related**
- 4. Unusual**

HOW TO AVOID THEM :

- Effective logbook**
- Through hiring**
- Continuous training**
- Awareness**

Types of complainers

1. Aggressive complainer
2. Professional complainer
3. Social complainer
4. Assertive complainer
5. Compensatory complainer
6. Empathetic complainer
7. Silent complainer



Question for you



Are all guests' complaints deserving our attention ?

Service failure consequences

- **Guests complain**

Even though only 5-10% unsatisfied guests complain

- **They never return**

- **Guests may be bad mouthing the organisation**

Bad-mouth vs WOW

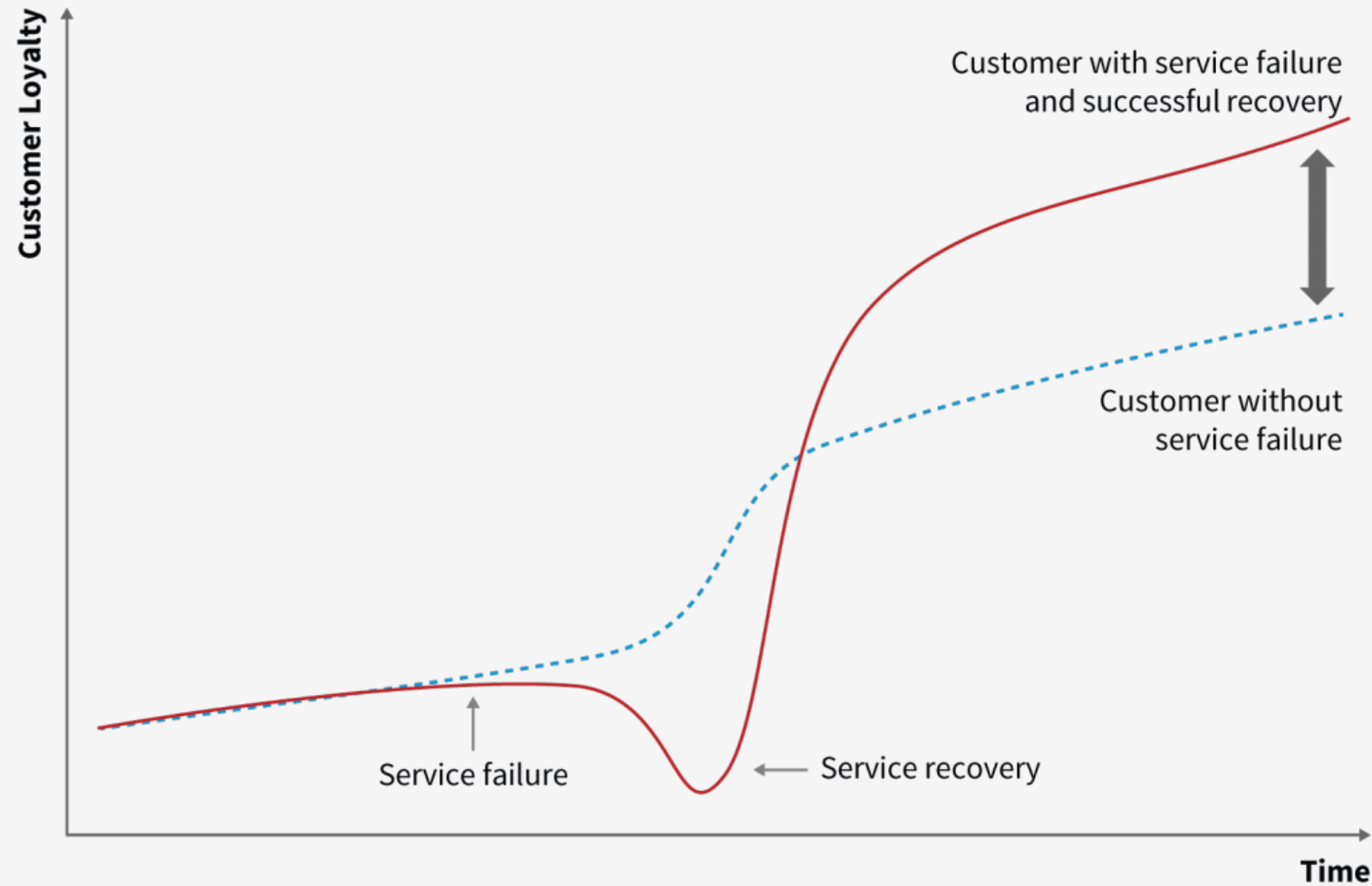
If you are unhappy : let us know.

If you are happy : let everybody know !



Service recovery paradox

Research done by British Airways



How to handle complaints

HEAR

EMPATHIZE

APOLOGIZE

TAKE ACTION

How to handle complaints

LISTEN

EMPATHIZE

APOLOGIZE

REACT/RECOVER

NOTIFY

How to handle complaints

SORRY

THANK YOU

ACT

RECOVER

SHARE

How to handle complaints

BELIEVE

LISTEN

APOLOGIZE

SOLVE

THANK YOU

How to handle complaints

The 3 Cs :

- **Confident**
- **Calm**
- **Collected**



How to analyze a complaint

1. Stay calm and listen
2. Identify the type of guest to whom you are speaking
3. Find the real source of the complaint



How to handle complaints

1. Respond as quickly as possible
2. Create a logbook to track them
3. Pre-tackle negativity
4. Explain why that specific solution
5. Practice handling complaints with colleagues
6. Be prepared to overcome guest objections
7. Thank the guest
8. Strike a balance between the good and the bad
9. Always follow up (even virtually)
10. Never take complaints personally





**“Your most unhappy customers are your
greatest source of learning.”**

- Bill Gates



Thank you

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