Unit 203: Provide guest service

# Activity 7: Complaints

**Overview**

This exercise explores reasons why employees might not share the same goals as their employer. Customer complaints provide a great example. The business can use a complaint to fix a problem, but research shows that most customers don’t complain about small problems. Even when they do complain, most complaints are directed to frontline employees. Employees might not want to share complaints if they’re afraid of being blamed or feel that there’s nothing they can do about it. This exercise helps employees feel committed to identifying and resolving complaints.

**The exercise**

There are two parts to this exercise. Both activities are best done in a team.

**Part 1: Identifying complaints**

Here is a list of reasons why customers might not readily share their feedback:

* it’s too difficult to complain
* they feel their complaint won’t be listened to or acted upon
* they don’t want to get a employee into trouble
* they’re afraid of retribution from an angry employee
* there’s nothing to be gained by complaining.

Considering this list, brainstorm ideas for encouraging customers to share their feedback directly so problems can be resolved. Use the table provided below.

|  |  |
| --- | --- |
| **Complaint or issue** | **Ideas encouraging feedback** |
| It’s too difficult to complain |  |
| They feel their complaint won’t be listened to or acted upon |  |
| They feel their complaint won’t be listened to or acted upon |  |
| They’re afraid of retribution from an angry employee |  |
| There’s nothing to be gained by complaining |  |

**Part 2: Categorizing complaints**

1. Brainstorm the examples of guest feedback received.

2. Discuss solutions to the issues.

**Guest feedback received:**

|  |  |  |
| --- | --- | --- |
| **Issue/feedback** | **Process** | **Solutions** |
| Noisy neighbours | Acknowledge guest issue  Ascertain if the noisy guest is at fault  Request noisy guest to stop  Offer a quieter room to guest | Signage asking to respect other guests when returning to room after 10pm  Offer alternate room where it is quieter  Check with guest on checkout, offer a discount on next stay if still unsatisfied |
| Not hot water |  |  |
| Beds too small and uncomfortable |  |  |
| Dirty room |  |  |
| Room too hot |  |  |
| Poor quality food |  |  |
| Prices too expensive |  |  |