

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		