



GUEST COMPLAINT HANDLING

- By the end of the session you will be able to understand how to handle guest complaint.
- How important is your body
- language, emotional intelligence and subtle signs to resolve a guest complaints.





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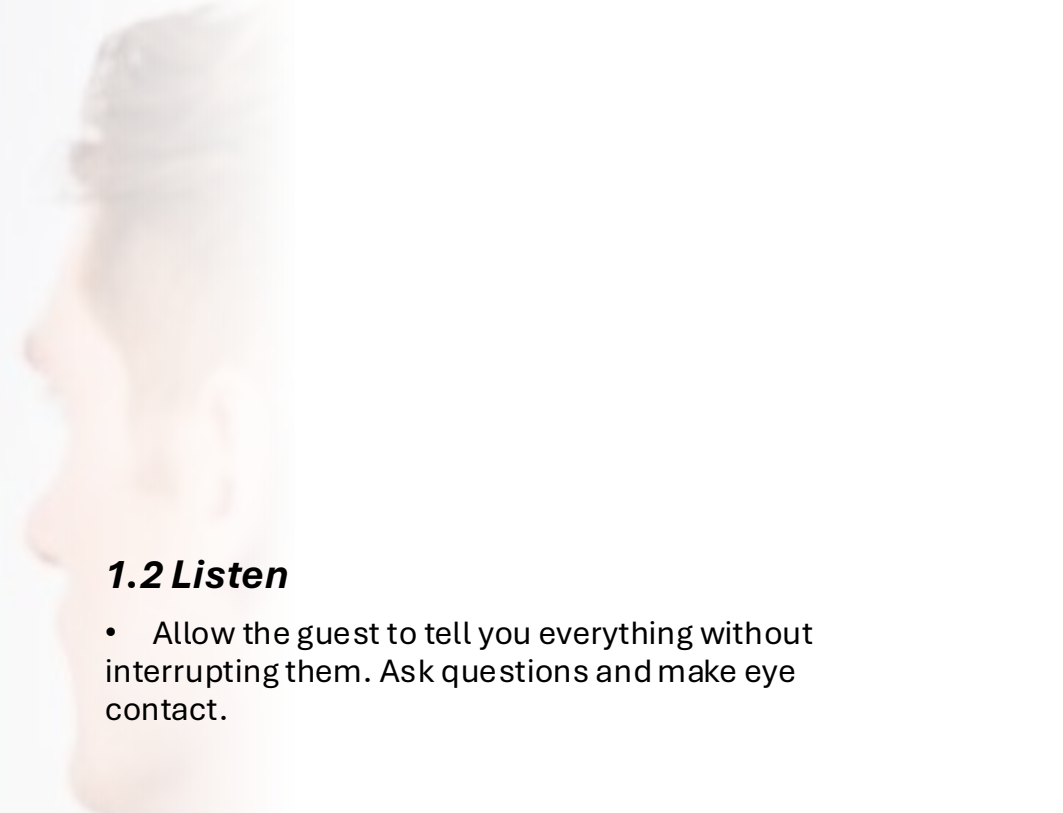
1. Guest complaint

- Virtually everyone working in the food service industry who deals with customers will have to deal with complaints at some point in their career. Whether it's something as simple as getting the wrong drink or a service complaint, how you handle the complaint makes all the difference.

1.1 Believe

- Don't let pride cloud your thoughts or confuse your goals. Believe the guest and the guest's perception.
- **LQA** - Did the employee adapt to a changing situation and/or guest's need?
- **Forbes** - Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction





1.2 Listen

- Allow the guest to tell you everything without interrupting them. Ask questions and make eye contact.
- **THOUGHTFUL**- create personalized initiatives
Observe the guest's preferences, proactively using the information obtained to tailor your service to the guest's individual needs.
- **LQA** - Did the employee actively listen, avoid interrupting and give the guest their undivided attention (i.e. the guest should not have to repeat themselves)?
- **Forbes** - Staff readily smiles and maintains an engaging expression



1.3 Apologize

- Be genuine and sincere in apologizing to the guest for the less-than-perfect experience. Remember that the guest perception is his or her reality
- Do not just keep repeating sorry though as this might get irritating and will not appear genuine
- **Forbes** - If applicable, charge errors called to the attention of the staff are quickly and discreetly rectified with words of apology



1.4 Solve

Be calm, take charge, and own the problem. Fix the problem area but avoid trying to “buy” the guest’s happiness. Make sure the way you resolve the issue leaves the guest happy and with the intent to return soon.

- **ATTENTIVE** - adopt a lifeguard service attitude. Always alert and on the watch for service, anticipating guest's needs (guests should never have to request service)
- **LQA** - Did the employee make every effort to meet the guest's requests or offer a suitable alternative?

1.5 Thank

Sincerely thank the guest for bringing the issue to your attention and giving you an opportunity to resolve it.

- **LQA** - Did the employee offer a sincere farewell at the end of the conversation and show appreciation?
- **Forbes** - Staff politely closes the evening with final appreciative and anticipatory remarks

Thank
you



2. Emotional intelligence

- Emotional intelligence (EI) is the capability of individuals to recognize their own, and other people's emotions, to discern between different feelings and label them appropriately, to use emotional information to guide thinking and behavior, and to manage and/or adjust emotions to adapt environment or achieve one's goals

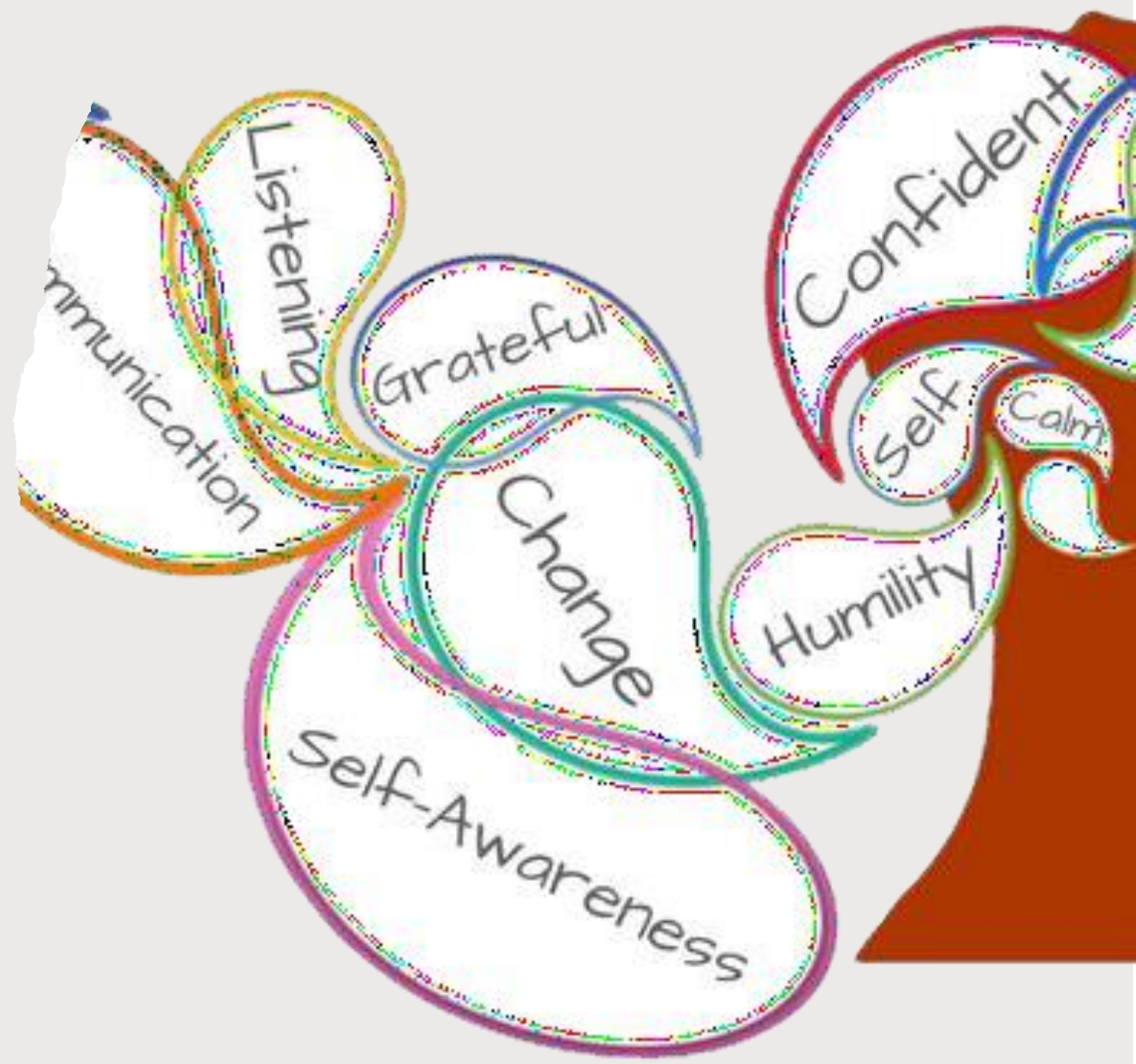
- **LQA**- Did the employee display a high level of confidence when carrying out his/her duties and/or was he/she knowledgeable when answering questions about other the hotel facilities or immediately offer to find out the information required?

2.1 Knowing one's emotions. Self-awareness

Recognizing a feeling as it happens —is the keystone of emotional intelligence. An inability to notice our true feelings leaves us at their mercy. People with greater certainty about their feelings are better pilots of their lives

2.2 Managing emotions

Handling feelings so they are appropriate is an ability that builds on self-awareness. Managing emotions includes the capacity to soothe oneself, to shake off rampant anxiety, gloom, or irritability. People who are poor in this ability are constantly battling feelings of distress, while those who excel in it can bounce back far more quickly from life's setbacks and upsets.



2.3 Motivating oneself

Marshaling emotions in the service of a goal is essential for paying attention, for self-motivation and mastery, and for creativity.

Emotional self-control—delaying gratification and stifling impulsiveness—underlies accomplishment of every sort. And being able to get into the "flow" state enables outstanding performance of all kinds.

People who have this skill tend to be more highly productive and effective in whatever they undertake.

2.4 Recognizing emotions in others

Empathy, another ability that builds on emotional self-awareness, is the fundamental "people skill."

People who are empathic are more attuned to the subtle social signals that indicate what others need or want. This makes them better at callings such as the caring professions, teaching, sales, Hospitality and management.

2.5 Handling relationships

The art of relationships is, in large part, skill in managing emotions in others. These are the abilities that undergird popularity, leadership, and interpersonal effectiveness.

People who excel in these skills do well at anything that relies on interacting smoothly with others; they are social stars. Of course, people differ in their abilities in each of these domains; some of us may be quite adept at handling, say, our own anxiety, but relatively inept at soothing someone else's upsets.

The underlying basis for our level of ability is, no doubt, neural, but as we will see, the brain is remarkably plastic, constantly learning. Lapses in emotional skills can be remedied: to a great extent each of these domains represents a body of habit and response that, with the right effort, can be improved on.

Making your guests feel like they are at home, that is the true definition of creating and handling guest relationships

3. Body language and subtle signs

Body language is a kind of nonverbal communication, where thoughts, intentions, or feelings are expressed by physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space. The aim is to always look genuine in every guest and colleague interaction.

THOUGHTFUL - create personalized initiatives. Observe the guest's preferences, proactively using the information obtained to tailor your service to the guest's individual needs.

- **Forbes**- Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction





3.1 Facial expression

- Facial expression is integral when expressing emotions through the body
- Combinations of eyes, eyebrow, lips, nose, and cheek movements help form different moods of an individual (e.g. happy, sad, depressed, angry, etc.).
- **ENGAGING** - smile engagingly. Smile engagingly, listen, use the guest's name and engage in a genuinely interested manner
- **Forbes** - Staff readily smiles and maintains an engaging expression

3.2 Eye contact

- Eye contact is one of the most important aspects of dealing with others, especially people we've just met. Maintaining good eye contact shows respect and interest in what they have to say. We tend to keep eye contact around 60-70% of the time, (however, there are wide cultural differences).
- **HUMAN** - make eye contact. Establish a caring eye contact, use enthusiasm and open body language to demonstrate you are there to assist as required.
- **LQA**- If the guest was kept waiting did the employee acknowledge this and apologize for the delay?
- **Forbes** - Staff makes eye contact and keeps focus on the guest



3.3 Posture

- Emotions can also be detected through body postures. Research has shown that body postures are more accurately recognized when an emotion is compared with a different or neutral emotion.
- Get your posture right and you'll automatically start feeling better, as it makes you feel good almost instantly.
- **LQA** - Did employees maintain alert postures and respect the guest's presence when interacting with each other?





3.4 Head

- Head position is a great one to play around with. When you want to feel confident and self assured keep your head level both horizontally and vertically. You can also use this straight head position when you want to be authoritative and want what you're saying to be taken seriously.

3.5 Arms

- Arms give away the clues as to how open and receptive we are to everyone we meet and interact with, so keep your arms out to the side of your body or behind your back try to strike a natural balance and keep your arm movements midway.



3.6 Legs

- Legs are the furthest point away from the brain, and consequently they're the hardest bits of our bodies to consciously control. Be careful too in the way you cross your legs.

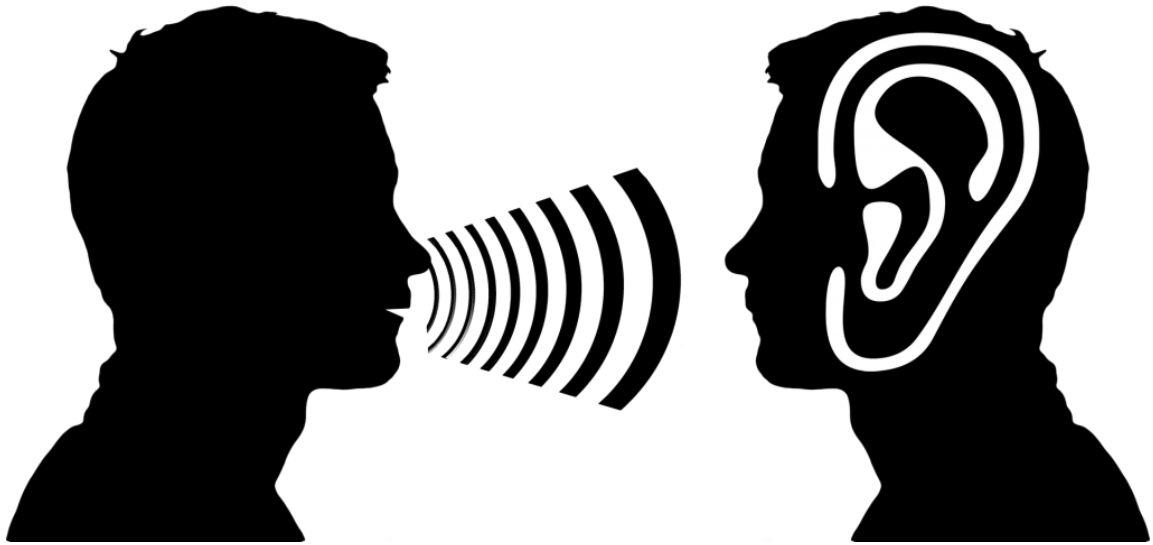
3.7 Body angle

- Angle of the body in relation to others gives an indication of our attitudes and feelings towards them. We angle toward people we find attractive, friendly and interesting and angle ourselves away from those.



3.8 Spatial relations

- Distance from others - Stand too close and you'll be marked as "pushy" or "in your face".
- Stand too far away and you'll be "keeping your distance" or "stand offish". Neither is what we want, so observe if in a group situation how close all the other people are to each other.
- Also notice if you move closer to someone and they back away - you're probably just a tiny bit too much in their personal space, their comfort zone. "You've overstepped the mark" and should pull back a little.



3.9 Ears

- Our ears play a vital role in communication with others, If you listen carefully and as much as you talk you come across as a good communicator.
- **LQA** - Did the employee actively listen, avoid interrupting and give the guest their undivided attention (i.e. the guest should not have to repeat themselves)?



3.10 Hand gestures

- Hand gestures often signify the state of well-being of the person making them. Relaxed hands indicate confidence and self-assurance.
- **LQA** - Did the employees engage in a well-paced, natural (non-scripted, jargon/slang free), friendly and interested manner?