

GUEST COMPLAINT MANAGEMENT SYSTEM

1. System Purpose

The present system aims at:

- ▶ Immediate, professional, and documented management of customer complaints
- ▶ Improvement of the hospitality experience
- ▶ Prevention of recurring problems
- ▶ Compliance with quality certification and (star) classification requirements

The system is tailored to seasonal operation with increased workload during the summer months.

2. Scope of Application

It concerns all complaints submitted by customers:

- ▶ During the stay
- ▶ During check-out
- ▶ After the stay (email, online reviews)

It covers all departments:

- ▶ Front Office
- ▶ Housekeeping
- ▶ Technical Support (Maintenance)
- ▶ Food & Beverage (if applicable)
- ▶ Management

3. Definitions

Complaint: Any expression of customer dissatisfaction regarding a service, facility, or staff behavior.

Immediate Response: Resolution within 15–30 minutes where feasible.

4. Complaint Submission Channels

Customers can submit a complaint via:

- ▶ Verbal report at the Front Office
- ▶ Written report (complaint form)

- ▶Hotel email
- ▶Online platforms (Booking, Google, TripAdvisor)

5. Roles & Responsibilities

5.1 Receptionist

- ▶First point of contact
- ▶Recording the complaint in the "Complaint Recording Form"
- ▶Immediate notification of the Supervisor / Shift Leader

5.2 Supervisor

- ▶Severity assessment
- ▶Assignment to the competent department
- ▶Monitoring of the resolution

5.3 Department Heads

- ▶Immediate handling within the specified time
- ▶Result reporting

5.4 Administration / Management

- ▶Management of serious or recurring complaints
- ▶Taking corrective measures
- ▶Monthly review

6. Categorization of Complaints

Category	Illustrative Examples	Response Time
Low Severity	Noise, minor omissions	Up to 30 minutes
Medium Severity	Cleanliness, delays	Up to 1 hour
High Severity	Safety, staff behavior	Immediately

7. Complaint Management Process

Step 1: Receipt of Complaint

- ▶ Polite listening
- ▶ Empathy ("We understand your annoyance")
- ▶ Avoidance of confrontation

Step 2: Recording

- ▶ Date & time
- ▶ Room / Customer name
- ▶ Description of complaint
- ▶ Department concerned

Step 3: Assignment & Handling

- ▶ Notification of the competent department
- ▶ Resolution within the specified time

Step 4: Customer Information

- ▶ Explanation of actions
- ▶ Thanking for the feedback

Step 5: Closing of Complaint

- ▶ Recording of the solution
- ▶ Customer satisfaction check

8. Compensatory Measures (where required)

Depending on the severity:

- ▶Room change
- ▶Offer of a drink / meal
- ▶Late check-out
- ▶Partial discount (upon Management approval)

9. Management of Online Complaints

- ▶Response within 48 hours
- ▶Polite and professional tone
- ▶Taking responsibility where required
- ▶Reporting corrective actions

10. Staff Training (Seasonal)

- ▶Short start-of-season training (1–2 hours)
- ▶Basic principles of service & anger management
- ▶Role-playing of real incidents

11. Monitoring & Improvement

- ▶Weekly recording of complaints (during the season)
- ▶Identification of recurring issues
- ▶Corrective actions (procedures, equipment, staffing)

12. Records & Forms

- ▶Customer Complaint Recording Form
- ▶Complaint Register (printed or electronic)
- ▶Online review response archive

The present system is implemented throughout the summer operation period and is reviewed at the end of each season.
