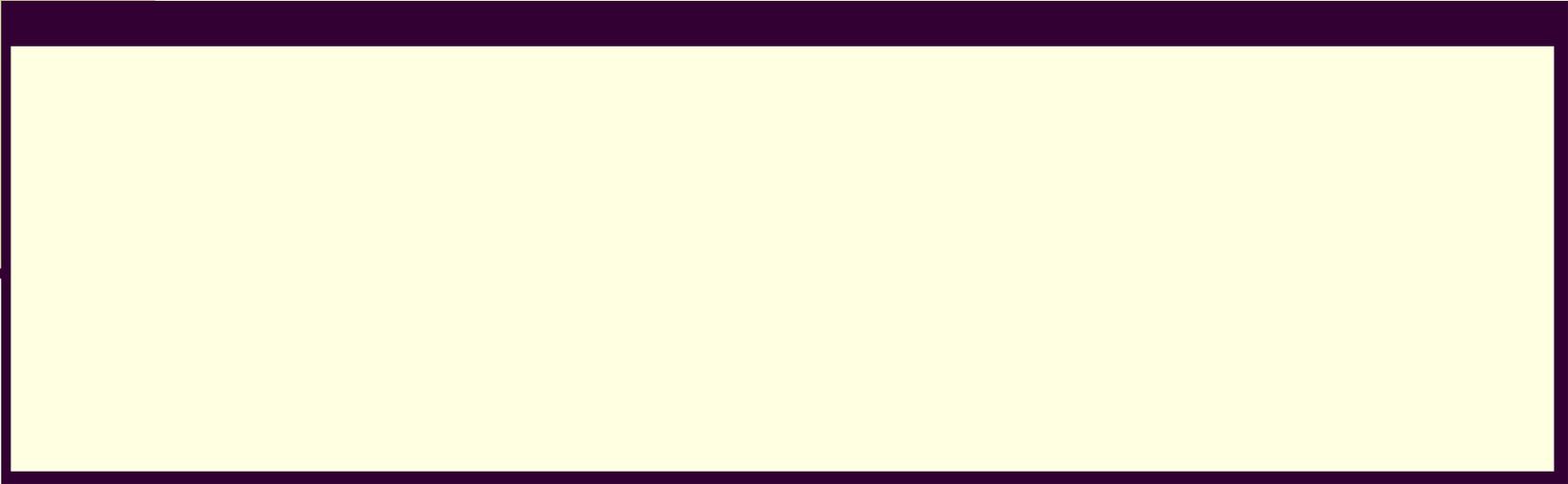




# HANDLING GUESTS COMPLAINTS.



# OVERVIEW OF THE PRESENTATION.

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- What is a Complaint?
- Why do customers complaint?
- What is the nature and types of complaints?
- Steps / Procedures in handling guests complaints.

# Objectives.

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- Participants will be able to:
  - Define and explain Guests Complaints.
  - Identify the nature and types of complaints.
  - Identify the skills necessary to dealing with complaints.
  - Document the global procedures of Guests complaints handling.
  - Identify each type of customer who complains and how to handle them.
  - Analyze each complaint situation and determine an acceptable way to handle it.

# WHAT IS A COMPLAINT.

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- **AS ISO 10002 Customer satisfaction – Guidelines for complaints handling in organizations defines a complaint as –**
- ***“An expression of dissatisfaction made to an organization, related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected”.***

# What is Customer/Guest Service?

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- Customer Service is a company's ability to supply wants and the needs to customers/guests.
- Good customer service is the ability of an organization to constantly and consistently exceed the customer's expectations.



# Why do Guests Complaint?

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- Reasons for Guest Complaints.
  - Frustration.
  - Recognition.
  - Compensation.
  - Genuine.



# Recent experience .

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## **Activity-1 minute**

- **Turn to the person sitting next to you and discuss a recent experience where you handled a complaint, focusing on how you reacted to your complaint.**
- **Alternatively, discuss a recent experience where you made a complaint, focusing on how the business reacted to your complaint.**

# Recipient's normal reaction to complaints.

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- Ignore complaints.
- Defensiveness.
- Anger.
- Annoyance, time consuming, rectification costs.
- Hindrance- wish they would just go away!
- Not believe some or all of what the customer was saying.
- These reactions are as a result of “negative attribution” – blame is being attributed to us or our business. A complaint is evidence that, in the customer's view, we have not met their expectations.

# Customer's Manner.

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When Customers are complaining they;

- Lack Gracious Social skills to communicate.
- Nervous.
- Harsh, one sided.
- Emotional.
- Lack understanding of commercial/regulatory limitations.
- Rude.



# Complaint deterrent techniques.

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- Apology only, no rectification.
- Blame.
- Promise but don't deliver.
- No response.
- Rudeness.
- Pass on to another department.
- Customer Interrogation.

# Nature and Types of Complaints.

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- ❑ Mechanical Complaints.
  - This usually has to do with fixtures in the establishment and can always be fixed.
  
- ❑ Staff Attitude Complaints.
  - This comes about due to unprofessional handling of our guests. Can be corrected through professional behavior and training.

# Nature and Types of Complaints.Cont'

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- ❑ Service Complaints.
  - This occurs when the guests are not satisfied with the services they are getting. It will happen during the busy periods more than any other time.
- ❑ Unusual Complaints.
  - These are complaints that the establishment has no control over. They can take almost any imaginable form.

# Why is Customer Service Important?

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- Guest's should be handled courteously as:-
  - They may have been to other establishments.
  - May be it is his first visit ,but has high expectations on the levels of service.
  - May be having other personal problems.



# Why is Customer Service Important?

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- Gives positive impression to present and future Customer.
- Keeps customers willing to come back again.(repeat business)
- Makes customers feel like they are the number one priority.(Customers are the kings.)



# Cont'.

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- Bad handling of Customer Complaints can result in:-
  - Dissatisfied Customer.
  - Unsolved problems.
  - No repeat business.
  - Negative word of mouth advertising.



# Skills necessary for Dealing with Problems.

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Skills necessary for Dealing with Customers' Problems may include and not limited to the following:

- ❑ Calm and helpful.
- ❑ Understanding.
- ❑ Tactful and discreet.
- ❑ Empathetic.



# Benefits of Customer Recovery

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- Only 4% of dissatisfied customers complain. 96% leave without any communication to business.
- Of the 96% who leave, 91% will never return.
- A typical dissatisfied customer will tell 8 to 10 people about the issues with your business—significantly more in global communications.
- 1 in 5 dissatisfied customers will tell 20 people about the issues with your business.
- It takes 12 positive service incidents to make up for one negative incident.

## Benefits of Customer Recovery (cont'd).

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- 7 out of 10 complaining customers will do business again with you if resolve the complaint in their favour.
- Of complaining customers, 95% will do business with you again if you resolve the complaint at the first contact.
- On average, a satisfied complainer will tell 5 people about their problem and how it was solved.
- It costs 6 times more to attract new customers than it does to retain current ones.
- Customer loyalty is worth 10 times the price of a single purchase.
- *“How to win and Keep Customers” – Michael LeBoeuf*

# The majority of customers are honest

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- 1-4% of customers systematically cheat businesses.
- If complaining customers are treated with suspicion or rudeness, customers will take a defensive position.



# Unwrapping The Gift.

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- Free direct communication from customer about service failures, competitors offerings-no survey costs.
- Readily available market research-Complaints define what customers want.
- Opportunity to increase customer trust.
- Opportunity to build long term relationships-customers will re-purchase if they believe complaints are welcomed.
- Opportunity to rectify service failures.
- Opportunity of engaging customers as advocates.

# Engaging Customer as your Advocate.

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- Customers becoming your advocates is based upon “reciprocity” principle – humans like to return favours.
- When businesses handle customer complaints in a respectful way and a token of atonement is offered beyond their expectation, customers are likely to reciprocate with positive advocacy.
- Token of atonement can be financial, but can also be an apology, acknowledgement of making a difference- recognition of their value.

# Steps to Creating Good Customer Service

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1. Make eye contact and greet a customer to show you are available to provide them service as needed.
2. You should have a good understanding of the product or service you provide, so that if a customer needs assistance, you are able to deliver a satisfactory response.
3. Assume attentive posture to convey confidence and a helpful attitude
4. Smile often, if appropriate, or model the emotion that is suitable to the situation.

# Customer Complaints

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- A customer complaint is communication that alleges deficiencies during or after purchase.
- Appropriate response to customer complaints is essential to a business.
- A customer with a complaint that is resolved is more likely to return than a dissatisfied customer who doesn't voice any complaints.

# Customer Complaints

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- The average customer with an unresolved complaint will tell 9 to 10 other people.
- For every complaint received, the average company has 26 unhappy customers that don't complain.



# Steps to Handle a Customer Complaint

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1. Listen carefully.
2. Stay Calm, Provide customers with the opportunity to complain.
3. Be Empathetic
4. Be aware of the guest's Self-esteem.
5. Give customers your full and undivided attention.
6. Take notes.
7. Tell the guest what can be done.
8. Set approximate time for the hotel's action.
9. Monitor the progress of the solution/corrective action taken.
10. Follow- up.
11. Thank the customer for bringing the complaint to your attention.

# Types of Customers

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## ■ **The Aggressive Customer**

- Readily complains, often loudly and at length.
- Your response: Listen completely.
- What not to do: Be aggressive in return. This customer does not respond well to excuses or reasons why the product or service was unsatisfactory.
- Always follow company policy.

# Types of Customers

## ■ The High-Roller Customer

- Expects the absolute best and is willing to pay for it. Likely to complain in a reasonable manner.
- Your Response: Always listen respectfully and actively question to fully determine cause.
- Always follow company policy.



# Types of Customers



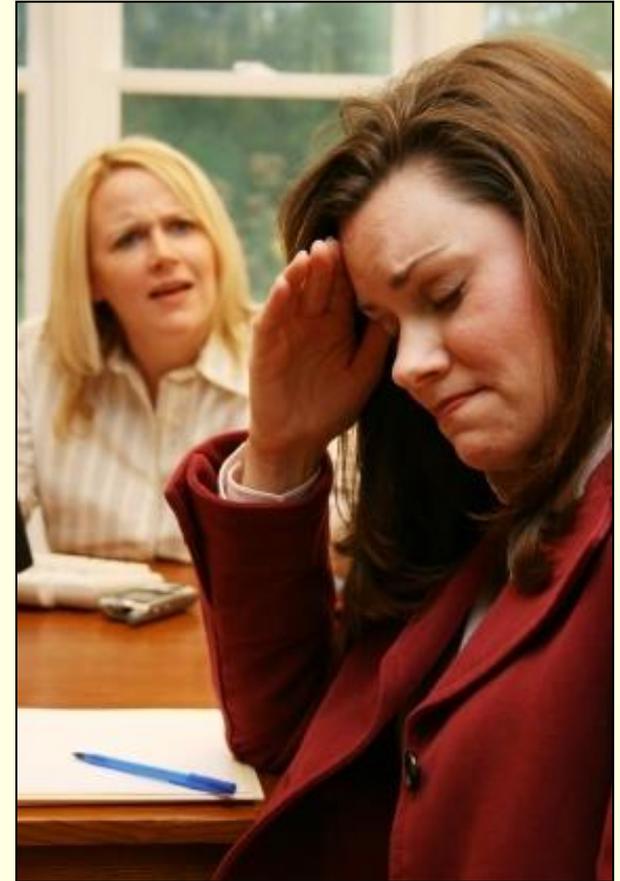
## ■ The Rip-Off Customer

- Their goal is not to get the complaint satisfied but to win by getting something that is not entitled to be received. Often replies with a repetitive “not good enough” response.
- Your Response: Remain objective. Use accurate data to back up your response. Be sure the adjustment is within the range of what the organization would normally do.
- Always follow company policy.

# Types of Customers

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- The Chronic Complainer
  - Never satisfied, feels there is always something wrong.
  - Your Response: Extreme patience is required. Listen carefully and never get angry. It is best to give sympathy, a sincere apology, and a promise to correct the situation.



# Types of Customers

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## ■ The Meek Customer

- Generally, will not complain. Most dangerous to businesses because they will most often complain to others.
- Your Response: Must work hard at soliciting comments and complaints to act appropriately to correct those problems.

# Common Customer Complaints

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- **The associate helping me was very rude.**
  - The root of the problem is the employee. Apologize to the customer and then start training the employee the proper way of behaving around customers.
- **I feel like none of the associates want to help me.**
  - Make sure that when a customer first comes in, one person greets them and continues to help them while in they are in the store.

# Common Customer Complaints

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- **He/She doesn't know what to do.**
  - Apologize and then fix the problem. Sit down employees and make sure they understand what they can do to fix that problem when it arises again. And if they cannot, advise them to seek a manager.
- **I keep coming back with the same problem. When will it be fixed?**
  - You need to solve this problem ASAP! Having a customer come back repeatedly for the same problem is dangerous and unfair to them. Make sure that the problem is addressed and will not occur again.

# Common Customer Complaints

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- **I feel like I don't have a choice in the matter, the employee is making the decision for me.**
  - Help the customer through the process by taking the time to explain exactly what you are wanting to do and walk the customer through the steps.
- **Nobody seems to care for my problem.**
  - This is the most deadly problem that can arise.. Do your best to show your concern for their problems and promptly fix them.

# Common Customer Complaints

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- **The associate that helped me was no help at all!**
  - If the problem is having the associate seem caring for the customer's situation, give incentives for employees to do well and coaching sessions for those who have trouble with good customer service.
- **This other store offered do to this for me, why can't you?**
  - With competition, you can always find out what they are offering that you aren't. If it is something that can benefit your business, then consider adopting it.

# Summary

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- Good customer service is important for ensuring that customers are satisfied
- Customer complaints are important for a company because they help make the company better
- It is important to understand the different types of customers and how to handle each one
- A customer with a complaint that was solved is much more likely to return to the business again

*THE END !!!!!*

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*Thank you for your time and all  
the considerations.*

