

# Guest Complaints: A Gift to Improve the Service Quality

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**Abstract:** *The process of attending to and resolving complaints, including any continuous correspondence with complainants, is referred to as complaints handling. In addition to serving as helpful reminders for reviewing organizational performance and employee conduct, complaints are a crucial means for an organization's management to be held accountable to the public. Resolve every grievance to demonstrate that you are paying attention to what customers have to say, even if you are limited to offering an apology.*

**Keywords:** Complaints, Handling complaints, hotel, customers.

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