

Guest Complaints: A Gift to Improve the Service Quality

Mrs. Anjali Daniel Chatterton

Sr. Lecturer

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

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.

I. INTRODUCTION

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. Tell the guest that you want to fix the problem by addressing their worry directly, addressing their name, and expressing your desire to do so in a public manner.

Problem Statement

- It's crucial to comprehend service quality in order to provide quality service!
- Over the years, numerous scholars have attempted to evaluate visitor loyalty and consumer contentment. However, the upmarket hotels follow but not all the categorized hotels.

Objectives:

- To ascertain the degree of contentment of guests who frequently visit lodging establishments
- To investigate the connection between guest satisfaction and loyalty.

In most cases, hotels have little to no control over the circumstances that give rise to odd complaints. The management of the front desk should notify the front desk staff that occasionally, guests may have complaints about items that the staff is unable to address. With this kind of orientation, employees will be more equipped. Hear, Empathize, Apologize, and Respond, Thank is what H.E.A.R.T. stands for. In the customer service sector, this acronym is intended to guide employees who handle client complaints toward a successful resolution

Hear: Pay attention to what the client is saying without interjecting. Interjecting or correcting them while they are really irritated will just make things worse. If you overlook the nuances, you won't be able to solve the issue.

Empathize: Try to imagine yourself in the customer's position and express your understanding of how upsetting the circumstance is for them. Is this anything you have also experienced?

Offer an apology: When someone is angry or frustrated, a heartfelt apology might help them feel better.

Respond: The moment has come to find a solution. Inform them that you will be initiating the procedure right away if it cannot be resolved immediately. Establish standards. Tell them when you will investigate if that's anything you should.

Thank: Express gratitude to the client for utilizing your product or service and for bringing the issue to your attention. They could have, after all, just decided to write a bad review and never patronize your company again. They took the time to offer you the opportunity to resolve the problem and improve their customer experience.

Authors Rosalynn Dinnen and Ahmed Hassanien mentioned that, drawing on associated literature and empirical research, this paper examines the engagement and information of resorts in managing patron lawsuits. That is of daily work to practitioners and teachers in the area of hospitality control. They have a look at explored lodge management's attitudes and practices toward handling customer complaints inside the hospitality enterprise in Scotland. In this paper, the authors examine complaints and interview 4 and five-star resort managers in Scotland. The findings display that encouraging customer proceedings and comments must be visible as a way to broaden a higher dating with and maintain customers. The effects additionally verify the importance of having employee education inside the place of customer complaints, recommending that employees take care of proceedings themselves. Moreover, the observation shows that hotels should be nicely geared up for logging, processing, and analyzing complaints.

Types of Hotel Guest Complaints

1. Complaints Regarding Services

Are typically connected to hotel services. The visitor can be unhappy if they have an issue with the hotel's services. It can include a wide range of topics, including protracted wait times for service, a lack of help with luggage, messy rooms, forgotten wake-up calls, cold or poorly cooked food, and being turned down when you ask for more supplies. When the hotel is running at or close to full occupancy, the front desk typically gets more complaints about services.

2. Complaints about Attitudes

Problems with attitudes are frequently linked to the attitudes and actions of hotel employees. No matter how big or small, all hotels occasionally receive complaints from guests regarding the rude, disrespectful, and uncaring behaviour of hotel staff.

When an employee doesn't agree with a guest, a dispute arises and complaints are made by the guest. When guests perceive that hotel staff members are being impolite or insensitive, or when they overhear staff conversations or get complaints from hotel workers, they may file an attitude complaint. Supervisors and managers have an obligation to hear the guest's grievances and issues and take appropriate action. In order to keep positive visitor interactions, this can be extremely important.

3. Complaints about Mechanisms

Mechanical concerns are related to issues with hotel equipment. The majority of complaints from visitors were about broken hotel equipment. Typically, it deals with issues related to air conditioning, lighting, power, furniture, vending machines, ice makers, door locks, plumbing, television, and other related things. Reducing the frequency of mechanical complaints might be accomplished by the efficient use of maintenance work orders and a front office log book.

4. Unusual Grievances

Problems that are out of the hotel's control, such the weather, traffic, or transportation, are considered unusual. Sometimes, when a guest has an odd problem that the hotel is unable to address, they expect the front desk staff to handle it or at least listen to them. Occasionally, visitors may make demands that are either unjustified or impractical to fulfill, such as grumbling about the lack of a swimming pool, the accessibility of public transit, inclement weather, etc. A book edited by Atila Yuksel, it explains various types of complaints and how to resolve these complaints.

CARES stands for Customer Service Acronym.

The acronym C.A.R.E.S. stands for Communication, Empathy, Accountability, Response, and Solution. The acronym lists the essential components and characteristics of high-quality customer care. Customer care representatives can utilize it to navigate client concerns. Communication: Clearly explain the procedure and lay forth your expectations. How much time will the procedure take? What actions are required? Is there going to be an expense?

Accountability: Own up to your mistakes. Make a commitment to figuring out the issue and its solution.

Responsiveness: Being responsive means never holding up a consumer. Pay close attention to their needs and keep lines of communication open. Check in with them often if it's taking a while for the issue to improve.

Empathy: Show empathy by acknowledging the trouble the problem has brought them. Express your regret for the issue and realize how irritated you would feel if you were in their position. Express your happiness at having assisted them in resolving this matter.

Solution: Determine the question's answer or solution. This is the most crucial stage after all is said and done.

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ACES stands for Customer Service.

Accountability, Communication, Empathy, and Solution is what A.C.E.S. stands for. The acronym lists the four essential components of excellent customer service. Businesses should base their customer care strategies on the following essential traits.

Accountability: Assume ownership of the solution or problem-solving process.

Communication: Outline the process's steps and establish clear expectations. Inform the client of the anticipated duration of the process and be forthright about any associated expenses.

Empathy Show empathy by acknowledging the customer's frustration and the extent to which the circumstance has affected them. Express your honest regret for the problem and your happiness to be of assistance.

Solution: Determine the issue's resolution or answer.

Customer experience and customer service differ somewhat but significantly

Customer Experience

When a consumer interacts with your business in any capacity—before, during, or after they make a purchase or utilize your service or product—you are providing them with customer service. A positive customer experience is the outcome of providing courteous, apologetic, professional, warm, attentive, and timely customer service.

Customer Service:

The general impression that customers receive of your company or brand is known as the customer experience. Every stage of the consumer journey is considered. A consumer's experience and perception of your brand will be badly impacted if they adore your product but have had even one bad customer service experience, and vice versa.

A five-step procedure for managing client concerns

Step 1: Investigate further by posing pertinent queries.

Step 2: Determine the kind of client you are working with.

Step 3: Get back to the customer right away.

Step 4: Provide a solution and confirm that it has resolved the issue.

Step 5: Record the grievance so you can monitor any patterns.

The Fundamentals of Managing Grievances:

1. Listen first. It's probable that the visitors or guests making the complaint are offended or furious.
2. Show Sympathy And Express Remorse. People desire to be understood and accepted.
3. Determine the source of the issue.
4. Provide a remedy.
5. The Afterthought.
6. Make notes, then separate the circumstances.

II. CONCLUSION

Encourage the guests to respond with any further questions or concerns they may have about your product or service. Being open to communication lets the guests know that you are genuinely invested in retaining them as a loyal/valuable guest. Overall, handling complaints is a crucial part of providing excellent customer service and running a successful business. It not only provides a way to obtain insightful data about guests, but it also advances the business toward enhancements that lower expenses and boost revenue and customer happiness.

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