

Guest Relations Procedures

1.03

Guest Relations Procedures

Policy Statement

All Franchisees in the Hospitality International System aim to provide satisfactory accommodations and service to all their guests. While it is ideal to resolve all guest inquiries on property and prior to their departure, occasionally these unhappy and dissatisfied guests experience problems that have not been resolved during or after their stay.

Resolving Guest inquiries professionally is part of the Franchisee's responsibility. Guest concerns left unresolved not only impact business for the individual Franchise, but for the entire Franchise system.

Guest Inquiry Procedures

- ❖ Upon receipt of a guest relations inquiry concern, Hospitality International will forward the guest comments directly to the Franchisee via the correspondence email provided to us.
- ❖ The Franchisee is required to respond to the concern within 72 hours of receiving the original email. Responses should be written professionally; spell checked and address the concerns of the guest. **Your response should be emailed directly to the guest with guestrelations@hifranchise.com copied on the email.**
- ❖ If the Franchisee contacts the guest via phone, the conversation and the results should be recapped to the guest in an email with guestrelations@hifranchise.com copied on the email.
- ❖ Guest relations will provide the initial email, follow up email at 48 hours and a final reminder at 72 hours. If we do not receive a response at that time, your AMP Director will contact the property for resolution.
- ❖ The Franchisee should retain a copy of their response in a permanent file for review by Hospitality International's AMP Director, if requested.

Failure to Respond to Guest Inquiries

- ❖ To ensure a positive Guest experience, Guest Inquiries should be dealt within the designated time period above. Failure to Respond could result in a loss of revenue, damage your reputation, and affect your online search results.

Guest Inquiry Assistance

- ❖ If you need assistance in responding to a specific guest complaint or require sample complaint response letters, please contact your AMP Director.

Summary

While the Franchisee may feel that the complaint is unwarranted, failure to respond simply leaves it unresolved and may turn a minor complaint into a much larger problem.

Research has shown that 77% satisfied and happy guests, after a positive experience with a company (Hotel), would recommend it to a friend.

Temkin Group

‘51% of unhappy and dissatisfied guests never do business with that company (Hotel) again after a negative experience’.

NewVoiceMedia.com

‘When customers (Guests) share their story (concern), they’re not just sharing pain points. They’re actually teaching you how to make your product (Hotel)/service/business better.’

Kristin Smaby ‘Being Human is Good business’