

Service Recovery and Empowerment Program

Hear The Guest Out
 Empathize
 Apologize
 Take Ownership

HOW HOT IS YOUR GUEST

ISSUE

EXPECTATION



Mildly Upset

Expired Key Card
 Forgotten or Delivered Wrong Item
 Cannot Dial Out From Phone
 Remote Control Batteries Dead
 Room Type Not Available
 Disputed Charges Upon Check Out
 Incorrect Rate Charged

Personal Apology With Courtesy Call
 (To Ensure Guest Is 100% Satisfied)
 Inform Department Manager



Not Impressed

Checked Into A Dirty Room
 Fax Not Received On Time
 Newspaper Not Delivered
 Towels Unavailable At Pool
 Missing Reservation
 Express Check Out Not Delivered

Personal Note
 I Do Care Card (Complimentary Movie or
 Breakfast)
 Turndown Service
 Inform Department Manager



Annoyed

Poor Quality / Cold Food
 Room Service Later Than 20 Minutes
 Extremely Slow Service In Restaurant
 Late Service For Banquets
 Noise Complaints
 Incorrect Billing

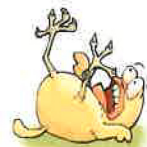
Up to 25% Rebate
 Offer Room Upgrade
 Personal Note With Gift Recovery
 Complimentary Full Breakfast
 Apology Letter With Voucher
 Inform Dept Manager and M.O.D.



Hopping Mad

Do Not Disturb Room—Disturbed
 Excessive Noise, Guest Couldn't Sleep
 Missed Wake Up Call—Missed Appt
 Guest Calls For Service A 2nd Time
 Incorrect Meeting Room Set Up
 Broken Equipment Not Repaired

Up to 50% Rebate
 In Town Local Attractions—Tickets
 Gift Recovery Basket / Personal Note
 Complimentary Dinner
 Inform Department Manager and M.O.D
 Inform General Manager



Suicidal

Succession Of Service / Product Problems
 (Throughout Stay)
 Unable To Deliver Contracted Item
 Employee Attitude Unacceptable
 Missing Reservation—No Rooms Available

Up To 100% Rebate
 Apology Letter With Comp Voucher
 Inform Department Manager and M.O.D.
 Inform General Manager

- TAKE OWNERSHIP - until the issue is completely resolved
- DO THE RIGHT THING — with outrageous service
- EXCEED EXPECTATIONS AT EVERY OPPORTUNITY
- CQIP — share your success and failure with your team and document