HOTEL **"AKTI"** KAMENA VOURLA

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**COMPLAINT RECEPTION HANDLING DIRECTIVE O01**  
  
**Document Number: aktikv-0005, Revision: 1st, Date: 01/10/2017**

Approval: Panagiotis Bassanos, Director   
  
  
**1. OBJECTIVE**

The document should be read by all hotel personnel.   
  
A valid complaint is the feedback we receive from the customer about the services of our hotel.  
  
Our goal is to understand, analyze and take the necessary action to improve our services.  
  
The hotel staff should always be available to explain the complaint submission process and answer any relevant question.  
  
Our target :

- customer satisfaction,  
- avoiding repeating the same event that led to the complaint  
- demonstration of professionalism and  
- avoiding loss of customers.

**2. RULES FOR CUSTOMER COMPLAINT RECEPTION HANDLING**   
  
• Listen with complete attention to what the customer says :   
   - Do NOT react to emotions

- Do NOT interrupt  
   - Do NOT reach a conclusion fast  
   - Do NOT ignore "uninteresting" information  
   - Do NOT think what you will answer while the customer is still talking  
• After the customer has finished, repeat his words so that he understands

that he had your attention.  
• If necessary, make questions using phrases such as :

* "I'm not sure if I understand correctly, could you explain to me what you mean by ..." or
* "I understand that you mean ..."

• Use phrases such as :

* "I understand your problem,"
* "Thank you for highlighting to us this topic"

to give the customer the feeling that you support him and you are not against him.  
• If you are the person responsible to decide on the issue then take the appropriate actions.  
• If you are not the person responsible for managing the complaint, inform the person responsible.  
• If you can solve the problem but you need some time, do not forget to monitor the corresponding process leading to the solution.  
• If the problem is very serious, then consult the supervisor immediately.  
• Write the complaint to the relevant complaint form if the customer has not already done so.  
• Help the customer to fill the complaint form, if he/she needs help.  
• You treat all customers in the same way regardless of whether they are angry or emotionally charged or calm.  
• Handle your own potential anger without being aggressive to the customer.  
• Use "neutral" voice tone and intensity.

• Explain to the customer how you can help and how you can not.  
• Avoid words with emotional content.  
• Avoid sentences starting with "you" or words such as “must”.  
• Avoid the apologetic style.

**3. DOCUMENT AMENDMENTS**

AMENDMENT LEVEL: DATE:  
DESCRIPTION OF MODIFICATION:

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**The complaint management responsible:**

The Hotel Manager and the Reception responsible.