STANDARD OPERATING PROCEDURE

FOOD AND BEVERAGE OPERATIONS

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<th>Handling guest complaints</th>
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OBJECTIVE:
To see a complaint as a constructive criticism and not as a negative to help us to serve better.

POLICY:
To ensure that the problem will not happen again and to let the guest leave satisfied.

PROCEDURE:
- After delivery of food and beverage products/service the employee is to check customer satisfaction to ensure it is as the guest expected.
- Where there is an incorrect order or negative feedback from the customer the employee is to:
  - Show empathy and listen to the guest’s concerns to ensure that the situation is clearly understood
  - Acknowledge that there is an issue
  - Apologize for the inconvenience
  - Inform the guest of the action which will be taken.
- Action is to be taken immediately. When the situation is beyond the handling of the employee, the supervisor is to be notified immediately. When informing the supervisor, details of the situation are to be relayed so that the guest does not have to repeat the problem.
- All guest issues are to be recorded to enable management to follow up.
- Where feedback is received after the guests’ departure, investigation of the situation is to be undertaken immediately and before the guest is contacted. Contact with the guest is to be made within 24 hours of the complaint being received, either to respond or to advise that further investigation is being conducted.
- All feedback, both positive and constructive, should be responded to either in writing or in person, within 24 hours.

KEY POINTS:
It is important to know how to deal with a guest complaint in order to know what has went wrong and to insure that the mistake (if any) should not happen again.

When dealing with guest complaints follow these steps using the acronym LEARN:

LEARN:
L - Listen, E - empathize (place yourself in the guests position)
A - Apologize, R - Recognize (the issue), N - Notify the managers.