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## **1 SOP Title**

### **Front Office Guest Complaint Handling SOP**

## **2 Department**

Front Office

(Co-ordination: Housekeeping, F&B, Maintenance, Security)

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## **3 Purpose**

To ensure all guest complaints are handled professionally, quickly, and effectively at the Front Office, protecting hotel reputation and improving guest satisfaction in a 2–3 star Indian hotel.

This SOP ensures:

- Proper listening & response
- Quick resolution
- Reduced negative reviews
- Clear inter-department coordination
- Proper documentation

In budget hotels, one badly handled complaint can impact online ratings immediately.

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## **4 Scope**

Applicable to complaints related to:

- Room cleanliness
- AC / maintenance issues
- Noise disturbance
- Staff behavior
- Billing disputes
- Wi-Fi not working
- Service delay

- Overbooking
- Early check-in refusal
- OTA rate mismatch

Applies to:

- Front Office Associates
- FO Supervisor
- Duty Manager
- Night Auditor

## **5 Responsibility**

<b>Position</b>	<b>Responsibility</b>
FO Associate	Receive & record complaint
FO Supervisor	Resolve moderate issues
Duty Manager	Handle major complaints
GM	Handle serious / VIP / online escalations

## **6 Step-by-Step Procedure**

### **A. Receiving the Complaint**

1. Stop other work immediately.
2. Maintain eye contact.
3. Listen without interrupting.
4. Do not argue.
5. Use apology statement:

“I sincerely apologize for the inconvenience caused.”

6. Note:
  - Room number

- Issue
- Time
- Guest expectation

Acknowledgment must be immediate.

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## **B. Classify the Complaint**

### **1 Minor Complaint**

Examples:

- Extra towel
- Wi-Fi issue
- TV not working
- Hot water delay

Action:

1. Inform concerned department immediately.
  2. Resolve within 10 minutes.
  3. Call guest after resolution to confirm satisfaction.
  4. Update complaint register.
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### **2 Moderate Complaint**

Examples:

- Dirty bathroom
- AC not cooling
- Food quality issue
- Wrong billing entry

Action:

1. Inform FO Supervisor.
2. Supervisor may visit room.
3. Offer solution:

- Re-clean
  - Repair
  - Dish replacement
  - Billing correction
4. Close within 20 minutes.
  5. Record in register.
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### **Major Complaint**

Examples:

- Guest shouting
- Staff misbehavior
- Overbooking
- Serious hygiene issue
- Social media threat

Action:

1. Inform Duty Manager immediately.
2. Move guest to private area (avoid scene in lobby).
3. Offer seating and water.
4. Listen patiently.
5. Offer practical resolution:
  - Room change
  - Discount (within authority)
  - Complimentary service (if approved)
6. Document incident.
7. Inform GM if serious.

Never escalate argument in front of other guests.

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### **C. Complaint Follow-Up**

1. After resolution, call guest within 10–15 minutes.
2. Ask:  
“Is everything satisfactory now?”
3. Note guest response.
4. Update status as “Closed.”

Follow-up is mandatory.

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#### **D. Handling Angry Guest at Reception**

1. Keep voice calm and low.
  2. Do not interrupt.
  3. Avoid defensive statements.
  4. Avoid saying:
    - “Not possible.”
    - “It’s not our fault.”
  5. Show empathy:  
“I understand your concern.”
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#### **E. Online Complaint / Bad Review During Stay**

1. Inform GM immediately.
2. Try to resolve issue before guest departure.
3. Encourage guest to review after resolution.

Prevention is better than post-stay damage control.

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#### **Do's and Don'ts**

##### **Do's**

- ✓ Apologize sincerely
- ✓ Act quickly
- ✓ Document properly

- ✓ Follow-up after resolution
- ✓ Inform supervisor when needed

### **Don'ts**

- ✗ Don't argue
  - ✗ Don't blame other department
  - ✗ Don't ignore small issues
  - ✗ Don't make promises beyond authority
  - ✗ Don't delay escalation
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### **8 Service Standards**

- Acknowledge immediately
  - Minor issue resolution: 10 minutes
  - Moderate issue: 20 minutes
  - Major issue: Immediate escalation
  - Follow-up call within 15 minutes
  - Zero repeat complaint from same room
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### **9 Escalation Matrix**

<b>Situation</b>	<b>Escalate To</b>
Guest shouting	FO Supervisor
Refund demand	Duty Manager
Staff misconduct	GM
Overbooking	Manager
Police/media involvement	GM immediately

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### **10 Documentation / Records Required**

- Complaint Register
- PMS Complaint Entry

- Incident Report Form
  - Discount / Adjustment Approval Record
  - Guest Feedback Note
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### **❗ Common Mistakes to Avoid**

- Ignoring minor complaints
- Not documenting issue
- Delayed response
- Over-promising compensation
- Not informing department
- No follow-up call
- Defensive attitude

In 2–3 star hotels, complaint handling skill directly impacts online ratings and repeat business.

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### **📋 Training Notes**

How to Train Staff:

1. Conduct role-play sessions:
  - Angry guest
  - Billing dispute
  - Overbooking case
2. Teach apology language.
3. Train on calm body language.
4. Review daily complaint log in briefing.
5. Conduct monthly complaint analysis meeting.
6. Supervisor to shadow new staff for 1 week.

Training Duration:

- 1 day complaint handling workshop

- 5 days supervised front desk handling
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- ✓ SOP Ready for Printing
  - ✓ Practical for Budget & 2–3 Star Indian Hotels
  - ✓ Guest Retention & Reputation Focused
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