

# Suggestions, complaints and claims

## PROCEDURE VALIDATION

| Version | Corporate area                | Approved by:  | Approval date                  |
|---------|-------------------------------|---|--------------------------------|
| 1       | Operations<br>(Process Owner) | Operations Control Director<br>Chief Operations Officer | July 2012                      |
|         | Internal Audit                | SVP Internal Audit                                      |                                |
|         | Resources                     | SVP Human Resources                                     |                                |
|         | Strategy & Development        | SVP Quality & Competition                               |                                |
|         | Management Committee          |   | Steering Minutes<br>09/07/2012 |
| 2       | Organization                  |   | October 2018                   |

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## OBJECTIVE AND SCOPE

Define the procedure for handling suggestions, complaints and claims in each of our NHHG hotels to ensure they are handled correctly.

This procedure applies to all the hotel staff in contact with our guests during their stay.

Once we receive a complaint, the responsibility in handling and communicating the resolution to the guest will be the Hotel Manager's or whoever the complaint has been assigned to.

## SUMMARY

1. Daily service performance
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  - 1.2 Handling of a complaint
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## 1 DAILY SERVICE PERFORMANCE

**A complaint is an opportunity** to generate loyal customers by providing them with a quick, efficient and professional resolution to any inconvenience which they may encounter during their stay at NH and will increase the quality in the service provided to the guest.

In all the cases, **we should always observe and apply the current legislation which affects the Hospitality Industry in each country and region**, by following the guidelines established by each Business Unit.

In case of any doubts regarding the procedure to follow, it is advisable to consult the Legal Department at the Head Offices of each Business Unit or the Quality Department.

If necessary and depending on the complaint, the Hotel Manager will consider consulting with the Insurance Company before confirming any compensation to the guest.

### 1.1 Receiving a complaint

**Responsible parties: Any team member of the hotel**

Whenever a team member receives a verbal or written complaint, this must be registered in the Suggestions, complaints and claim form. We will only provide the guest with the "Suggestions, Complaints and Claims", internal form if they request it; otherwise, we will only complete it once we have finished the conversation with the guest.

The "Suggestions, Complaints and Claims" forms should be printed on carbonless paper and a copy should be provided to the guest if requested, otherwise the two copies should be filed. The forms should be available in the local language and in English.

We should always apply the current legislation of the country or region, and count on providing the official complaint forms which should be available to the guests who explicitly request it.

**It is mandatory to hand in the official complaint form to all the guests which require them.**

Our attitude should be positive, confident, calm, friendly, listen actively, and show empathy with the guest. If a guest requests to speak to a supervisor, we will advise the Department Head to attend the guest.

### 1.2 Handling a complaint

**Responsible parties: Any team member of the hotel, Hotel Manager or responsible assigned by him/her**

#### 1.2.1 Possibility for an immediate solution

Whenever possible, the team member who receives the complaint will solve it immediately or will contact as soon as possible the corresponding department (maintenance, housekeeping, F&B, etc.) for an immediate solution and apologize for the inconveniences suffered to the guest.

Register the solution provided to the guest in the Registration, Complaints and Claims form, explaining the situation provided. The registration of the incident will depend on the degree of importance and its impact.

#### 1.2.2 No possibility for an immediate solution

If the person who receives the complaint cannot resolve it immediately, this will be communicated to the Hotel Manager or the person assigned, and we will inform the guest of the follow up of this complaint.

The Hotel Manager or the person responsible is presented formally to the guest. He/she will gather as much information as possible about the client as well as regarding the complaint to ensure the complaint is handled properly, seeking to identify the causes that caused the complaint. Register the incident to investigate the complaint in a later stage.

If the Hotel Manager or a Department Head is not in the hotel, the duty manager or the person in charge on duty at the Reception will assist the guest.

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### 1.3 Analysis of the complaint

**Responsible parties: Hotel Manager or responsible assigned by him/her**

Complete or display (if this has not been done by the person who received the complaint) all the details of the complaint in the Suggestions, complaints, and claims form, and consider the reason for the complaint and define the solution for it.

When we encounter repetitive complaints and claims about the same cause, we will investigate the causes and take the necessary measures to avoid this from happening again by defining an action plan.

### 1.4 Communication to the guest and closing

**Responsible parties: Hotel Manager or responsible assigned by him/her**

Inform verbally or by telephone the client about the results or conclusions of the complaint. Depending on the reason of the complaint, it will be decided on whether to provide the results in writing or by e-mail (provided an agreement has been reached) and apologizing once again for the inconveniences suffered. In addition, we will request the client's opinion on how the complaint was handled and the degree of satisfaction obtained regarding the handling of the complaint.

*"Dear Mr. / Mrs. XXXX:*

*As per our telephone conversation, we would like to inform you that NH will proceed to...*

*Once more, we would like to apologize for the inconveniences this situation may have caused you and we hope to welcome you back to NH Hotels.*

*"Yours sincerely"*

**Under no circumstances will we promise the client solutions that we cannot fulfill.**

Finally, we will thank the guest once again for their comments as it will help us improve in the quality of our service.

Display all the details about the solution provided, the action plan defined (if available) and the comments of the guest in the Suggestions, Complaints and Claims form. Only in big complaints, the hotel manager will send these details to the Regional Director or the responsible indicated according to the policy established in each BU.

**Whatever the nature of the complaint or claim is, the client will receive an answer within 48 hours.**

## 2 ASPECTS TO TAKE INTO CONSIDERATION

To handle a suggestion, complaint or claim correctly, we should take into consideration three concepts:

- **Efficiency:** To be efficient, we should take note of all the details regarding the complaint correctly. We will ensure that the complaint or suggestion received has been resolved and the guest informed.
- **Speed:** For written complaints, we will contact the client within a period of 48 hours.
- **Empathy:** Listen to the guest and apologize on behalf of the hotel and try to calm the guest if necessary. We will empathize with the guest and treat the guest in the same manner we would like to be treated.

## RECOMMENDATIONS

- Privatize the conversation, ask the guest to sit down in a quiet area to avoid disturbances to other guests.
- Eye contact.
- Show a positive attitude, confident, calm and friendly.
- Listen actively.
- Show empathy towards the guest.
- Call the guest by his/her name.
- Take care of your body language.

## PROCESS RESTRICTIONS

We should never...

- Get on the defensive.
- Raise our tone of voice.
- Ignore or underestimate a guest's complaint.
- Create false expectations.
- Make personal comments.
- Be too direct (principle of service)
- Interrupt the guest.

## 3 TEMPLATES AND FILE PERIODS

| Document or template                                     | Responsible                           | File period                          |
|--|---------------------------------------|--------------------------------------|
| Registration form for Suggestions, Complaints and Claims | Hotel Manager or responsible assigned | See Templates and File Period per BU |
| Internal forms for Suggestions, Complaints and Claims    |                                       |                                      |
| Official complaint forms                                 |                                       |                                      |