

Department: All Stores

Original Date: 2/14/14

Subject: Written Guest Complaint
ResponseHID #: 14

Purpose

To craft timely, thoughtful and thorough responses to guest complaints that will guarantee a return visit.

Responsibility and Timelines

MOD or DMM will respond to all written comments from E-Mail, Yelp, TripAdvisor, Feedback Form, etc

- Responses must be sent within 24 hours of receipt of complaint.

Policy Guidelines on how to craft your response

1. The customer is always right. No really. They are.
2. You are also probably right. We are all right, in our own minds. Your integrity stands on its own...you need not prove it. Allow the guest to be wrong...with dignity.
3. It matters not how things ACTUALLY went down...as the GUESTS perception is the ONLY TRUTH
4. No matter how much pride you must swallow, the goal for this OPPORTUNITY is to win them back, so they spend money with us again...when they do, we win.
5. You MUST NOT EVER release yourself from the responsibility of making things totally RIGHT with the guest. The phrase, "Those people just could not be made happy." should make you throw up in your mouth, just a little...

The Four Steps:

When responding to a guest, no matter how factual, ridiculous, honest, accurate or false... you, MUST remove emotion and pride from your message. Your solitary mission is to solve the problem that has been presented and ensure that the complainant will dine with us again, and again, and again...

Step One: Be Thankful - appreciate their willingness to share their experience - they have invested time in us...we must be grateful...

Step Two: Identification and Ownership - re-iterate the problem so they know they were heard. Apologize for it like it is the grossest tragedy of our time. Do not patronize them, but do gush a little...

Written Customer Complaint Response

Step Three: Never Stop Learning - let them know how their comment has helped us to improve. Illustrate how we will ensure that this will never happen again. Their comment changed us for the better; tell them how.

Step Four: The Ask Back - If they are truly pissed at us, then getting them to join us once more might be a tough sell. But who doesn't like free food? Be creative in your 'ask back', don't just throw a gift card at the idea...CREATE an experience for them...make them salivate for their return. A gift card is appropriate as well, but far less memorable and you may never know if they use it. You want shake their hand and thank them personally. Let them FEEL how much you care and want them back.

Genuine attention to the guest's needs and a sincere apology are the greatest tools to guaranteeing an elated, returning guest. Monetary restitution is never a replacement for effort. Anybody can buy a dessert for a guest...what will you do that will make them LOVE you!?

See Examples under HIDS/supporting docs...