



**dusit thani**  
college

**IHM1213**

# **Food and Beverage Service Operations**

## **Lesson 7: Handling Complaints**

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# Scope

- Types of Complaint
- Handling Complaint
- Proactive vs Reactive Response

# Objectives

By the end of the session, the student will be able to:

- Identify types of complaint
- Describe how to handle complaint
- Differentiate proactive vs reactive response

# Review

- Upselling
- Cross-Selling

# What is a complaint?

“An expression of dissatisfaction made to an organization, related to its products or services”



# What is a complaint?

**Rule #1 The Customer Is Always Right**

**Rule #2 When the Customer Is Wrong  
Refer to Rule #1**

# Types of Complaints

- Service Complaints
- Attitudinal Complaints
- Mechanical Complaints
- Unusual Complaints

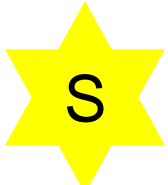
# Dealing with Complaints

- Listen
- Apologize
- Empathize
- Solve the problem
- Follow Up

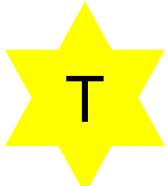


**Learn from the situation.**

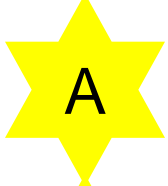




Sorry.



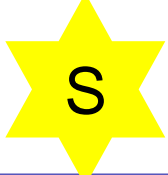
Thank you.



Act.



Recover.



Share.

## Dealing with Complaints

Reach for the  
**STARS.**

**How you handle customer complaints will determine if the customer will come back to your restaurant.**



# Dealing with Complaints

## Golden Rules: Handling Customer Complaints



- **Never argue with the customer. It's your job to put the situation right.**
- **Ask necessary questions to clarify the situation.**
- **Ask the customer how they would like the situation to put right.**
- **Explain what you are going to do, and why.**
- **Make sure you keep the customer informed of progress.**

# Dealing with Complaints

## Offering Alternatives

**FREEBIES = Sort of compensation**

Free drink

Free dessert

Gift  
certificate

Merchandise

Discount

Off the bill

# Dealing with Complaints

## Choice of Words

### TO AVOID

- Can't or Never
- Not our policy or not our job
- I don't know
- Problem
- Hang on for a second

### TO USE

- Please
- Yes
- Would you like to
- Appreciate
- Challenge

**9 out of 10 complaints  
will NOT be about you.**



What does a customer feel about his / her complaints?

# Dealing with Customer Incidents

## Identify any danger:

- Removing broken glass
- Turning off any dangerous equipment
- Removing any potentially dangerous items (i.e. knives)
- Calling the emergency services



# Dealing with Customer Incidents

## Keep your customers feel comfortable:

- Offering clean cloth to allow mopping of spillages on a customer's clothing
- Covering up any evidence of spillage on the table with a new overlay
- Moving customers to another table
- Comforting a guest and taking details of damage property

# What is proactive response?



**It is the ability to anticipate problems and changes the way things are done before the problem become a crisis.**

# Proactive vs Reactive

## It's all about attitude!!

### Can-Do People

- Take initiative to make it happen
- Think about solutions and options
- Act

### Can't-Do People

- Wait for something to happen to them
- Think about problems and barriers



**KEEP  
CALM  
AND  
DELIVER EXCELLENT  
CUSTOMER SERVICE**

# Thank you

