Customer Service

It is not about the customer; it is about the survival & growth of your business!

Some customers don't care about customer satisfaction scores, but 96% of them do, and that impacts your hotel's revenue very much.

Not only do customer satisfaction scores affect your hotel's direct revenue but they also impact you, your loved ones, and booking engines. How does my customer service affect my loved ones and me? Great Question!

Your loved ones want the best for you. When you discuss a negative guest encounter with them they will be supportive and encourage you to find another job. Excessive job-hopping is detrimental to your career and thus to your ability to take care of your loved ones in the long term. Is it worth it?

Negative reviews on booking engines drive hotel rankings further down and it costs hotels massively.

Booking engines use many factors in determining your hotel's placement on their sites; customer service rating is one of them. Of course, every hotel has complaints, but ...

too many complaints push the hotel down on booking pages until site visitors do not even see your hotel. When online customers do not see your hotel, in effect, your hotel is shut down.

The hotel will then rely on local or random leisure travelers. You will end up reducing your room rates to a level that makes no sense because of this. This will continue until the hotel ultimately loses the flag and/or sells the hotel at a significant loss.

Was arguing with those FEW demanding guests worth losing hundreds of thousands for the hotel, or even losing the hotel? what could you have done to make the guest happy? What could you have done to change their negative experience into a positive one? Could you have offered a $20 gift card, or maybe $50 off their stay?

Not wanting to deal with guests and getting bad reviews costs the hotel far more than you can calculate. But you put that customer in their place, didn't you?

Take care of the guest.
Other options are far too expensive.

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