

Presents

Conquering Complaints!

The Carrot Model

WHAT REALLY CAUSES GUEST COMPLAINTS , INTENTIONALLY PREVENTING THEM AND OVERCOMING WHEN NECESSARY.

This workshop provides a refreshing alternative to the recycled content of many other hospitality programs. The KTN trainer first emphasizes just how important it is to properly receive and respond to guest complaints in the era of social media. Next, Doug Kennedy's Carrot Model™ is presented, helping attendees understand the root cause of complaints. Participants then explore the various personality types of those who complain as well as those who respond. Finally, a menu of real-world approaches and tactics that can be used by all are shared.



In the design phase, Doug Kennedy decided the Carrot was the perfect representation of a guest complaints. If you've ever had a backyard garden, you know the only visible part is the leafy greens growing on top; much like the complaint that is presented to hospitality providers. Yet like a carrot, the root cause lies below the surface, ultimately it is the distinctly human need for validation, calling for compassion for the complainer. This workshop also covers:

It's More Important Than Ever Before To Respond Properly. Whereas in the past, an unhappy guest told 9 – 10 others, today's guests can become our biggest advocates or our worst nightmares.

Understanding The Personality Types Of Those Who Complain. Despite the stereo-type, only a few complainers are "Free Stuff Seekers." Others are "Consistently Negative Sorters" or "Self Righteous World Changers," while a few are "Backyard Bullies." Yet as participants learn, most hotel complainers are "Simply Stressed Outers."

The Types Of Employees Who Receive Complaints. Next, the program presents the various personality types of those who respond to guest service complaints. This includes those who "Intentionally Cause" guest complaints, those who "Unintentionally Cause" them, and those who have learned over time to "Intentionally Prevent" negative service experiences.

How To Become An "Intentional Preventer." Presented are philosophies paradigms for becoming one who works daily to intentionally prevent service gaps and guest conflicts such as understanding that emotions are like muscles that can be grown and controlled; and developing a "power of release" over negativity. Also presented are Universal Hospitality Techniques for bringing out the best in others.

Responding To Typical Day-to-Day Grievances. The program then offers a menu of tactics that colleagues can use everyday. These include being receptive, expressing understanding and empathy, validating emotional reactions, and offering a simple and sincere apology. Being careful not to blame the guest nor the co-workers, researching before reacting, offering collaborative choices and using redundant resolutions.

Backing Down The Bully! Finally, participants learn how to best respond in extreme situations where guests launch an unreasonable attack, often personal in nature. This includes maintaining boundaries, moving the encounter to a private location, calling for back-up support and documenting the incident for reference.

This workshop is targeted for all frontline staff who interact daily with guests including front desk, guest services, food & beverage, bell services, concierge, communications, and housekeeping supervisors.

This workshop is presented in a half-day format, which is repeated to allow for coverage. The ideal group size is 5 to 25



This workshop is facilitated by

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