

Objective

Create a written document that describes your commitment to providing the highest standards of quality and seeking feedback from guests and staff. This policy will be available publicly and will describe how you maintain quality and how you will collect that feedback and use it to improve your business.



1: Write a general statement of commitment

This should be one paragraph. It should show your understanding of the importance of maintaining standards of quality and collecting feedback as a way of ensuring quality in your business and your commitment to regularly seeking feedback and using it to improve your business.



2: Describe how you maintain high standards of quality

Give details of what you do generally to make sure that you provide high quality standards (your quality management system).



3: Write the procedure you will use to collect and act on guest and staff feedback

- a. Decide how you will collect guest feedback, how often it will be analysed and who will analyse it. What actions are you likely to take as a result? Write a summary of this process in your policy.
- b. Decide how you will collect staff feedback, how often it will be analysed and who will analyse it. What actions are you likely to take as a result? Write a summary of this process in your policy. This part of your policy must be available to staff but does not need to be available to guests or the public.



4: Implement your procedures

You need to be able to show that you have implemented the processes you described. This could include things like creating guest feedback cards to go in rooms and putting a suggestions box in a staff area such as a canteen or break room. If you operate a recognisable quality management system you should display your certification in a public area and in your promotional materials.



5: Analyse the feedback and make recommendations

You should regularly collect the feedback and summarise the results in a document. If the feedback suggests you need to make changes or improvements, then these should be written as recommendations for senior management.



6: Include the analysis and recommendations in your internal reports

The results from the work completed in Step 5 should be included in each of your internal reports so that senior management see the feedback and can take action based on the recommendations.

More Information & Resources

[Travelife Quality Assurance Policy example](#)

[Travelife Guest Feedback Survey example](#)

[Travelife Guest Feedback Survey template](#)

[Travelife Guest Feedback Instructions example](#)