

OPTIONS FOR COLLECTING GUEST FEEDBACK

There are many different opportunities for you to collect feedback from your guests.

Written Feedback

- Comment cards
- Printed surveys
- Online surveys
- Online reviews
- Social media
- Letters
- E-mails

Verbal Feedback

- Asking in person
- A complaint made in person
- Praise given in person
- On the telephone

COMMENT CARDS AND SURVEYS

Businesses that report high levels of customer satisfaction use a variety of these methods to monitor how people feel about the facilities and service that they offer. Here are some examples that an accommodation provider could use:

Comment Cards or Paper Surveys (guests complete by hand)

- These should be well presented and printed on card or paper.
- They are more likely to be completed if they are in the languages most commonly spoken by your guests.
- It is important that guests can complete these quickly and easily so do not have lots of questions or require them to write a long answer. Things like multiple-choice answers or ratings on a scale work best.
- Ask about things that are really important to guests: cleanliness, quality of food, that everything works properly, and customer service.
- You can also use the surveys to collect information for sales and marketing, such as 'how did you hear about us?'
- Include at least one question that helps you monitor your overall performance. For example, 'Would you stay with us again?' or 'How likely would you be to recommend us to a friend?'
- People are more likely to complete a survey if it is anonymous.
- You should make it very easy for guests to discreetly hand in their completed survey so include something that clearly explains what they should do with it when it is completed. E.g. leave it in their room, hand it to a staff member, put it in the guest feedback box at reception.

Electronic/Online Surveys

- Smaller hotels and independent properties will find that there are many free or low-cost systems available that enable you to easily create online surveys. For example, if you have a Gmail account you can create surveys for free using [Google Forms](#).
- These can be e-mailed to guests after they check in, access the hotel WiFi and/or when they check out.
- If you offer an online check-out facility, you should include the option to complete the survey at the same time.
- Follow the same guidelines described above under 'Comment Cards or Paper Surveys' in terms of the types of questions you ask and keep the survey as simple and useful as possible.

OTHER TYPES OF FEEDBACK

Verbal Feedback

There are many opportunities for you to seek feedback informally when your staff interact with guests, and guests may wish to make complaints in person. Here are some guidelines about verbal feedback:

- It should be easy for guests to provide you with verbal feedback at any time during or after their stay.

- Information in guests' rooms should include a phone number they can call to give feedback and invite them to speak with any member of staff.
- Ensure that staff are trained to ask guests for feedback. E.g. waiting staff can ask if everything is okay with a meal a few minutes after it has been served. Reception staff can ask if everything went smoothly with an airport transfer when they check in and how guests enjoyed their stay when they are checking out.
- Put a clear written procedure in place so that all staff understand how to handle any positive or negative feedback they receive either in person or by telephone. This should include how to respond to the guest and how they should report the feedback. Staff must understand what power they have to personally rectify a complaint and when they need to find a more senior member of staff.
- Front-line staff should have regular training on how to ask for and receive feedback from guests.
- Positive and negative verbal feedback should be recorded so that it can be included in your internal sustainability report along with any recommended changes for senior management to review on a regular basis. Some hotels use a mobile app like WhatsApp for this.

Written Feedback

Guests may prefer to send you a letter or e-mail with positive or negative feedback. Here are some guidelines for handling written feedback:

- It should be easy for guests to provide you with both positive and negative feedback in writing.
- Information on how guests can send feedback should be in guest rooms and on your website. This should include an e-mail address, telephone number and mailing address.
- You should have a written internal procedure for how you will respond to written feedback.
- Positive and negative feedback should be recorded so that senior management can review the information regularly.
- Positive and negative written feedback should be stored so that it can be included in your internal sustainability report along with any recommended changes for senior management to review on a regular basis.

DATA PROTECTION IN RELATION TO CUSTOMER FEEDBACK

Unless they have given permission, you should not publish anything that can identify the person who wrote or said it. If you remove the person's name and personal details it may be OK, but make sure that the content does not unintentionally reveal the person's identity.

MORE INFORMATION & RESOURCES

[Travelife Guest Feedback survey example](#)

[Travelife Guest Feedback survey template](#)

[Travelife Guest Feedback instructions example](#)