

# Guest complaint resolution and follow-up

Automatically captures, processes, and resolves guest complaints through intelligent routing, staff assignment, and follow-up communication to ensure guest satisfaction and prevent negative reviews.

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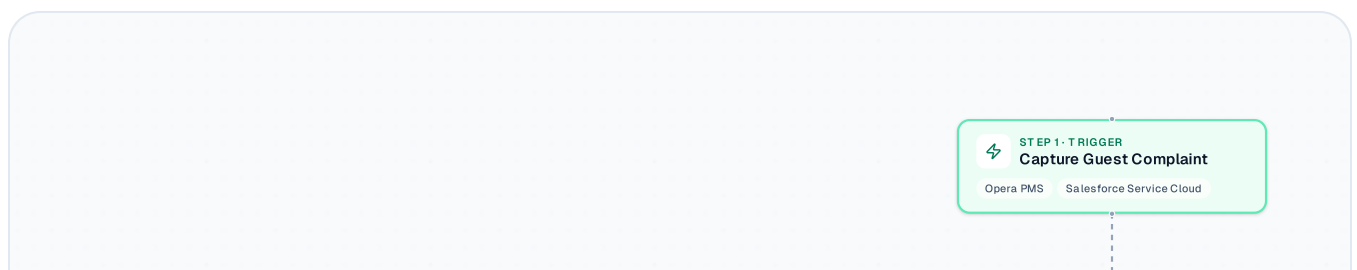


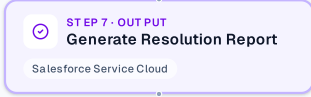
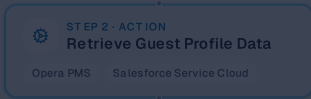
## WORKFLOW TRIGGER

Guest submits a complaint through hotel app, front desk system, or review platform

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### Capture Guest Complaint

Guest complaint is received through multiple channels including mobile app, front desk, or online review platforms. System automatically logs complaint details and guest information.

2

 ACTION

### Retrieve Guest Profile Data

System pulls complete guest profile including stay history, preferences, loyalty status, and previous complaints. Creates comprehensive context for personalized resolution.

Opera PMS

Salesforce Service Cloud

3

 DECISION

### Categorize Complaint Severity

AI analyzes complaint content and guest profile to determine severity level (urgent, standard, minor). Routes to appropriate resolution pathway based on impact assessment.

Salesforce Service Cloud

4

 ACTION

### Assign Staff and Tasks

System automatically assigns appropriate staff members based on complaint type and creates work orders in maintenance or housekeeping systems. Urgent issues trigger immediate notifications.

HotSOS

Salesforce Service Cloud

5

 ACTION

### Execute Resolution Actions

Staff completes assigned tasks and updates resolution status in real-time. System tracks completion times and guest satisfaction metrics throughout the process.

HotSOS

Opera PMS

6

 ACTION

## Send Follow-up Communication

Automated personalized follow-up messages are sent to guest confirming resolution and requesting feedback. System schedules additional check-ins based on complaint severity.

Salesforce Service Cloud

Opera PMS

7

 OUTPUT

## Generate Resolution Report

Complete case documentation with resolution timeline, guest satisfaction score, and staff performance metrics. Data feeds into hotel analytics dashboard for continuous improvement.

Salesforce Service Cloud



## Outputs

- Resolved complaint with documented actions

- Guest satisfaction score and feedback

## AI Business OS



### Key Metrics

- Average complaint resolution time
- Guest satisfaction score post-resolution
- Complaint recurrence rate



### Tools & Integrations

- Opera PMS
- Salesforce Service Cloud
- HotSOS

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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