

**DEALING WITH THE COMPLAINTS IN HOTEL  
AND RESTAURANT BUSINESS  
(ВИРІШЕННЯ ПРОБЛЕМ У ГОТЕЛЬНОМУ  
ТА РЕСТОРАННОМУ БІЗНЕСІ)**

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*Сучасні умови господарювання вимагають дотримання персоналом готелів та ресторанів основних правил гостинності, коректного ставлення до відвідувача.*

When the customer pays for a product or service, it is assumed that the product will work correctly or that the service received is as promised. Ideally, the customer will be satisfied, and there will be no complaints. If there is a problem and the customer complains about it, your company should quickly answer the complaint and solve the customer's problem. This is often done through your company's customer service activity. But also, you need to follow up and improve your business processes to rectify the problem. Getting feedback from your guests is essential to gauge whether or not what you offering is right for your target audience. Whether it's positive or negative and whether you agree with it or not is key to your success. There was a time when customers were reserved about giving direct feedback, particularly complaints; they didn't want to be seen making a fuss, and anyway if they did complain they felt nothing would change. They would just vote with their feet and just not come back again. Of course all that's changed now with the advent of social media; people do complain, but all too often this comes too late for us to remedy the situation and instead of just telling us they tell the whole world. So the more we can do to get direct feedback, warts and all, the greater the likelihood we have of resolving the situation there and then, turning it around and turning what could have been a tragic moment into a magic moment. Unless we get people's feedback we can't do anything about it.

Most people accepted that with the best will in the world from time to time things go wrong, and how we resolve the situation gets remembered. In situations where customer complaints occur, the complaint must be dealt with immediately and the cause of the complaint rectified. Some companies are not concerned with quality and often ignore complaints or deal with them dishonestly. Seeking customer satisfaction benefits a company in the long run.