



SERVICE RECOVERY
Employee Workshop
服务补救员工课程

Agenda日程

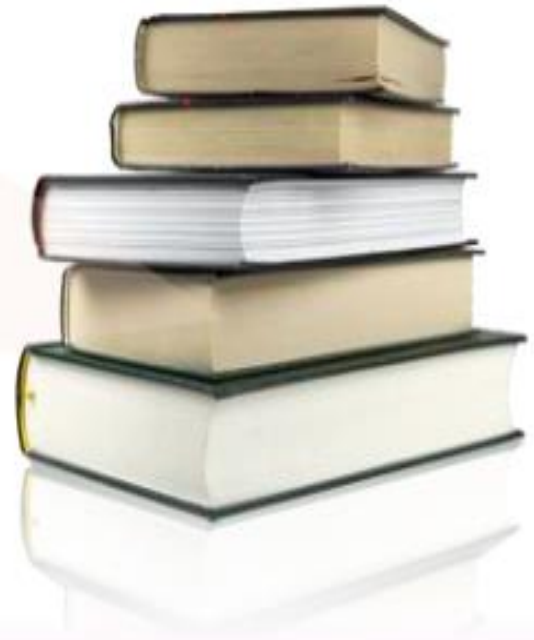
- The importance of Service Recovery
“服务补救”的重要性
- What is Service Recovery
“服务补救”的定义
- Benefits of Effective Service Recovery
高效处理“服务补救”的益处
- Service Recovery Components: I-LEAD
“服务补救”的要素: I – LEAD
- Demonstration
演练

Negative Scenario Video

Service Recovery Definition 服务补救的定义

Service Recovery – (*n.*) An opportunity to correct and build loyalty when something goes wrong during a guest's stay

服务补救-（名词）在对客人提供服务出现失败和错误的情况下，针对客人的不满和抱怨立即做出的补救性反应。其目的是通过这种反应，重新建立客人的满意度和忠诚度。



What is Service Recovery 什么是服务补救

Service Recovery IS:
服务补救是

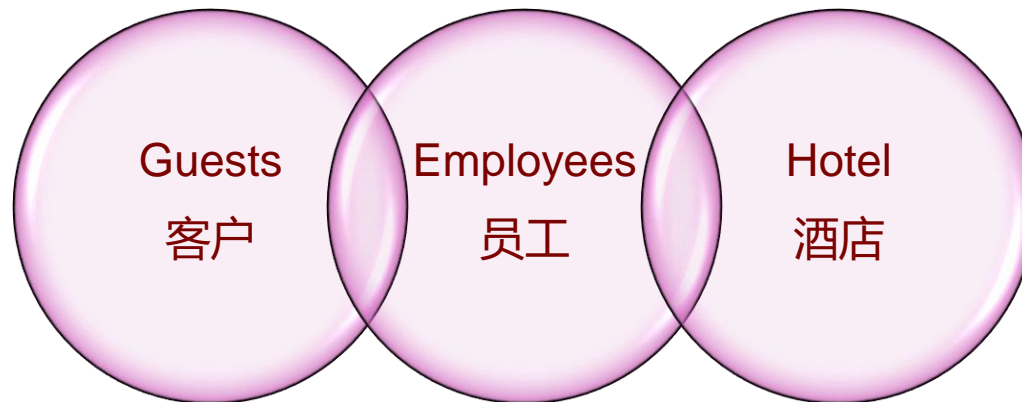
- ✓ Opportunity
一个好机会
- ✓ Everyone's job
每个人的工作
- ✓ Taking ownership
具备主人翁意识
- ✓ Working as a team
团队合作

Service Recovery IS NOT:
服务补救不是

- ✗ Too expensive
花费太多
- ✗ Assumptions
假设或臆想
- ✗ One size fits all
以不变应万变/一刀切
- ✗ Not only about
rebate and compensation
免单甚至赔偿

Benefits of Effective Service Recovery 高效服务补救的益处

In three teams please identify benefits of effective service recovery for
分成三组，各组讨论及时服务补救的益处：



Write your ideas on the flipchart and select a spokesperson to present
把想法写在题板上，并选出一名代表进行阐述



10 min
10分钟

I-LEAD

I

Identify Guest Concern 识别困扰

L

Listen 积极聆听

E

Empathize 感同身受

A

Apologize sincerely 真诚道歉

D

Deliver a solution 圆满解决

I

L

E

A

D

Video

I-Identify Guest Concern I-识别困扰

Identify that there is a Service Recovery opportunity

识别是否有“服务补救”契机

- ✓ Look for non-verbal clues and indirect comments

寻找非语言的线索和间接评论

- ✓ Draw out guest's concern

找出客人的困扰



I-Identify Guest Concern I-识别困扰

In two teams please brainstorm verbal and non-verbal clues that the guests might be sending for us to identify the guests' concern.
分成两组，各组头脑风暴我们可能面临的客人口头和非口头线索来识别客户困扰

Please put down your ideas on the flipchart and select a presenter.
在题板上写下你的想法，并选出一名代表进行阐述。



10 minutes
10 分钟

L-Listen L-积极聆听

Active Listening is a way of listening that focuses entirely on what the other person is saying and confirms understanding of both the content of the message and the emotions and feeling underlying the message

积极聆听是一种倾听的方式，这种方式要求全心关注对方所言，并准确理解所传递的内容、情绪和感受



L-Listen L-积极聆听

Listen actively , trying to determine the real issue and the impact on the guest

积极聆听，尽量确定真正的问题及其对客人的影响：

- ❖ Let the guest talk
让顾客阐述问题
- ❖ Capture the facts
抓住事实
- ❖ Understand how the guest feels
理解客人当时的感受



E- Empathize E-感同身受

Demonstrate the guest that you understand how they feel about the situation:
向顾客展现出你理解他们当时的感受

- Acknowledge the facts of the situation 承认当时的事实
- Acknowledge the person's feelings 认同客户的感受
- Show the guest that we are sincere and genuinely want to help them
向顾客表现出我们真诚想要帮助他们

67% of guests stop using the hotel because of an attitude of
indifference on the part of an employee

67%的客户不再光顾酒店，是因为某些员工态度冷漠

A – Apologize A –真诚道歉



Apologize for what happened
为所发生的事情道歉

Apologize sincerely
道歉要真诚

Use appropriate tone of voice
使用合适的语音语调



Admit an error from your side
你承认错误

Attribute the blame to anyone
推诿给他人

Take it personally
不要把它看作是针对你个人的

A – Apologize A –真诚道歉

Apologize sincerely真诚的道歉:

I am very sorry that your order has been prepared wrongly
我感到非常抱歉您的点单下错了

I am very sorry it took you so long to check out
我感到非常抱歉让您退房等了那么久时间

I am very sorry that you didn't get the room you requested
我感到非常抱歉没有给您想要的房间

I am very sorry that you received the wrong bottle of wine
我感到非常抱歉您的酒上错了

I am very sorry that your room service order was delayed
我感到非常抱歉您的客房送餐晚了



38% of all Guest Relations cases are resolved with just a sincere apology

38%的客户关系问题, 可以用一个真诚的道歉来解决

D - Deliver A Solution D - 圆满解决

It's time now to deliver a solution:
提供解决方案

- Take ownership of the situation 积极主动处理状况
- Offer options/solutions/appropriate compensation 提供解决方案/选项/恰当的补偿
- Gain agreement or adjust options 获得客户认同或进行调整
- Let appropriate team members know the situation 让合适的团队成员了解情况
- Set follow up expectation with the guest 和客人沟通后续跟进
- Document the issue/resolution 记录在案

Unable to Deliver to Guest's Satisfaction

解决方案未能令客人满意

Tell the guest
告知客人:

- What you will do to address the situation
你会做什么来解决这个情况
- Who you will contact
你会与谁联系
- When the guest can expect to hear from you again
客户将在何时得到你的回复
- Follow up
跟进

I

L

E

A

D

Video Scenarios

