

**FIVE ▶**

**CUSTOMER COMPLAINT  
MANAGEMENT POLICY**

Issued by the Group General Manager

Approved by the Board, Jan 2023

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## PURPOSE AND OBJECTIVE

FIVE aims to continuously improve the services provided to its guests. FIVE regards effective complaint management as fundamental to the provision of quality services and provides a platform for obtaining feedback from its customers with the purpose of resolving disputes and reforming policies and procedures.

FIVE has developed and established a Complaint Management Policy, which is designed to provide guidance on the way in which the employees receive and manage complaints from customers and where required, dealing with angry customers. This policy provides a clear escalation process regarding complaints received both internally and externally. It is customer focused, consistent, fair, and equitable. We value customer feedback and facilitate continuous improvement in our policies.

The application of this policy will ensure that complaints received are dealt fairly, promptly and in an efficient and confidential manner. This policy will provide a mechanism through which every complaint is reviewed, responded to an individual basis in addition to creating an effective and timely feedback mechanism to the complainant.

## APPLICABILITY

This policy shall apply to FIVE Holdings and all its related group entities.

The complaint management policy and internal procedures will be reviewed periodically (at least annually), aiming to enhance the transparency, efficiency, and the greatest possible satisfaction of FIVE guests.

FIVE strives for continuous improvement and will amend this policy regularly based on any business and property modifications and any new inputs, regulatory updates.

## GUIDELINES

- The management and employees acknowledge the right of our guests and employees to file a complaint and are committed to the efficient and fair resolution of complaints or problems that may arise from the services provided
- The employees will be fair both to the guests and any other employee for whom a complaint may refer to
- FIVE will always observe the privacy and confidentiality of any personal data.
- Our employees undergo periodic trainings on the Complaint Management Policy and will have direct access to related documentation to facilitate the effective handling of complaints.
- The customers are given full attention, and active listening skills should be employed to ensure that the guests know the staff are working with them. Paraphrasing the questions/concerns of the customer will show them that the staff are actively engaged in providing them with assistance.
- Any customer complaint submitted electronically or in print will be studied carefully.
- Complaints will be investigated in depth and will be handled in an efficient and effective manner and the guests will be treated courteously. The complaint is investigated thoroughly by the concerned department (F&B – Food Safety investigation; Room related – Front Office, Housekeeping; loss of items/ security concerns – Security, etc.) by gathering relevant information and determining the root cause of the problem.
- FIVE will attempt to resolve the situation as quickly as possible for the guest as per hotel policy and within the assigned responsibility in a time bound manner.
- The customer will be given a timeframe, a contact person, and details of our complaint handling process, if the complaint can't be resolved immediately. Where possible, the staff member taking the complaint details will be the contact person. The complaint will be logged in the internal tool by the staff member with all related details
- The guests can contact the hotel at our email ID [info@fivehotelsandresorts.com](mailto:info@fivehotelsandresorts.com), if they wish to raise a complaint/ request an update at any stage while the complaint is under investigation.

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- In addition, the guest may call by clicking on the 'Guest Services' button or dialling '0' on the phones available in the facility and will be redirected to the Guest Services Executive to discuss and report on any concerns / incidents. The Guest Services team allocates the concern/ complaint to the respective department
- This information is communicated to all customers when they arrive at the property to provide the facility of easy access to report any concerns or incidents.

## **NO CONFLICTS**

- All the employees are asked to abstain from any conflicts with the guests and not to take the complaints personally. FIVE strives to offer guest service that will meet or exceed the expectations of our guests.
- The employees are expected to have professionalism and not engage in a heated argument with the guest in any manner.
- The employees are expected to use logic and kindness to attempt to get the situation in control
- In case the employees encounter a situation where handling the guest is not possible, they may immediately intimate their superior or the Security team to handle the situation

## **COMMUNICATION WITH THE CUSTOMER**

The following guidelines are to be followed by employees encountering an unhappy or hostile guest in satisfying customer needs:

- Be observant and pay close attention to the guests
- Determine what the initial issue is/was, what was or can be done, and offer them a solution, or offer to escalate the situation to a specialist or manager
- The concerned staff should try to determine what they need, and what it is that they want to tell you
- Try to speak with the customer in a way that shows them that you understand and can sympathize with the issue, while working with the guests to find an agreeable resolution.
- Be sure to acknowledge their concern, and where possible, attempt to alleviate the issue or solve the problem.
- Do not brush off their anger or ignore them as this may lead to increased anger.
- Apologize for their inconvenience and assure the guest that we will rectify the situation and ensure them that we will do our best to prevent it from happening again

## **LOGGING A COMPLAINT- PROCEDURE**

- Any guest or employee of the hotel can submit a complaint by reaching out to employee personnel at the hotel reception, F&B or housekeeping staff, or contact the guest servicing contact number by pressing '0' or 'Guest Services' button on the available phones in the hotel rooms. Our aim is to promptly resolve any possible issue prior to the guests' departure.
- In case of verbal complaints, the respective department team may immediately try to resolve the complaint in consultation with the user department and the guest requirements. All complaints follow a maximum turnaround time of 24 hours for providing initial response and resolution to the guest in consultation with managerial personnel and above.
- On receiving the complaint, the same is logged and tracked on an internal tool and the complaint is assigned to the respective department personnel on the tool
- As per the Standard Operating Procedure for handling guest complaints, the respective department employee shall address the complaint by reaching out to the guest in the defined time period based on nature of complaint, priority and defined response procedure
- The respective department employee resolves the complaint in consultation with the guest
- In case a complaint is not resolved within the defined period, an escalation is sent on the tool as per the defined escalation matrix for complaint resolution
- Complaint resolution is done for all guests promptly and actively in the defined timeline to ensure that guest experience is not impacted.

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- The concerned department will be notified and will take necessary actions regarding the queries and complaints
- Virtual complaints through review sites and social media are also responded online
- If you find it necessary to pursue the matter further, you should submit a formal complaint letter (by electronic mail) addressed to [info@fivehotelsandresorts.com](mailto:info@fivehotelsandresorts.com)
- Any issues/ concerns noted during the period will be reported to the Health and Safety Committee. The Committee shall evaluate these issues and concerns on a periodic basis as a part of their meetings and build additional measures and improvement plans accordingly.
- All employees with customer-facing roles are provided proper training to effectively communicate with customers and safeguard the customer health, safety, and security. These trainings are provided as a part of the orientation training. Refreshers are conducted department wise to cover all employees and reiterate the importance of managing customer complaints

All customers at the property have the facility to reach out in case of any concerns and emergencies as follows –

1. FIVE PALM – +971-44559999
2. FIVE JVC – +971-42489999
3. FIVE Zurich – +41-44 456 5555

The customers may dial '0' on their internal board-line to send any requests or complaints which is directed to the Guest Servicing team. The Guest Servicing team shall allocate the request/ complaint to the respective department for redressal.

In case of any emergencies, hotel customers can reach out press "4444" on any internal board-line at the hotel property and an emergency response team will be alerted.

This information is communicated to all customers when they arrive at the property to provide the facility of easy access to report any concerns or incidents.

- After resolving the complaint, FIVE follows up with the customer to ensure that they are satisfied with the outcome and to thank them for bringing the issue to FIVE's attention

## COMPLAINT REGISTER

- FIVE shall maintain and keep an electronic Complaints Register which contain the following details:
  - a) Date of the complaint
  - b) Complainant's information: Nature and details of complaint
  - c) Status and date of resolution
  - d) Complaint type
  - e) Complaint priority
  - f) Comments

The complaint register is maintained electronically on the tool and reported monthly to the management by the respective department summarizing the complaints received, redressal of the grievances and action plans undertaken for implementation.

## COMPENSATION RULES

As per the authenticity and correctness of the customer claims/ complaints, compensation will be provided to the guests. This will be done in line with the severity of the guest complaint. General guidelines are as follows –

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- a. In case of a satisfaction issue on the quality of F&B/ services provided to the guests, the FIVE outlet manager may choose to provide a free replacement of the product/ complimentary meal/ rebates/ allowances to the guest
- b. In an adverse situation where the guest faced a significant issue in terms of quality of stay/ highlighted any non-compliances – FIVE Front Office Manager may provide credits/ rebates for stay at the property

Please note – Compensation rules are subjective in nature dependent on the nature of the complaint. All complimentary meals/ rebates/ credits provided to the guests are subject to the approval of Manager + personnel. In case of a higher value to allow any complimentary stay, the same will be approved by the General Manager and above.

## **COMPLIANCE AND MONITORING**

- We undertake to continually review and develop our customer safety management systems. The effectiveness of our services and guest satisfaction is monitored through our own guest questionnaires, through our operator’s feedback and management/ staff meetings and reviews
- Any unresolved complaints (beyond 24 hours) are escalated in the tool as per the defined escalation plan. Further, any unresolved complaints will be open for management review at the end of the month
- All guest complaints are consolidated in a report form and reported to the management with details of guest complaint received, description of the complaint, resolution of the complaint / final action or compensation provided to the guests. FIVE identifies the trend of guest complaints received to understand the reasoning of such complaints, complaint rates, and long-term mitigating measures which may be taken to reduce related nature of such complaints. These mitigating plans will be tracked against actual changes in the process over a defined period.

For any concerns on this policy, please contact the Group General Manager for suggestions and recommendations.