

OPERATIONS & DELIVERY

MODULE 15

Guest Experience & Luxury Standards

Luxury is anticipation, consistency, and making every guest feel like the only person in the building.

MODULE OVERVIEW

What You'll Learn

Lesson 1

Mapping the Full Guest Journey

Lesson 2

Anticipation vs Reaction

Lesson 3

Handling Complaints — The LEARN Framework

Mapping the Full Guest Journey

- Every touchpoint: booking, pre-arrival, arrival, waiting, treatment, post-treatment, checkout, follow-up
- For each touchpoint: what does the guest see, hear, feel, smell?
- Where can we exceed expectations? Where do we fall short?
- The treatment is the main course — but guests judge the whole meal

Anticipation vs Reaction

- Anticipatory service prevents problems before they occur
- Pre-arrival: review notes, preferences, allergies, special occasions
- During: pre-set room to last recorded preferences
- Post: offer rebooking, recommend homecare, follow up within 48 hours

LESSON 3

Handling Complaints — The LEARN Framework

- L — Listen. Let them finish. Don't interrupt.
- E — Empathise. Validate the emotion, not the facts.
- A — Apologise. Genuinely. Not blame-shifting.
- R — Resolve. Ask what would make it right. Then exceed it.
- N — Notify. Log it. Brief the team. Fix the root cause.

KEY CONCEPT



The treatment is the main course. But guests judge the restaurant on the welcome, the ambiance, the pace, and the goodbye.

Apply What You've Learned

Map your complete guest journey. For each touchpoint, define current standard, ideal standard, and one action to close the gap. Design a complaint protocol using LEARN.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1**
• Map a complete guest journey with standards at every touchpoint
- 2**
• Design anticipatory service protocols
- 3**
• Apply the LEARN framework to handle complaints professionally
- 4**
• Build a culture of anticipation rather than reaction

Required Submissions

Guest Journey Map

Complete touchpoint map with current vs ideal standards and action plan.

Complaint Protocol

LEARN-based protocol with three role-play scenarios.

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Module 15 Complete

Next: Module 16