COMPLAINTS HANDLING POLICY – FEEDBACK HANDLING POLICY

After receiving feedback, the feedback protocol (compliment & complaint) of Grand Hotel Huis ter Duin includes various actions to be taken in communication and recording in accordance with the source from which it was received*.

We define a compliment as an expression by a guest of meeting and/or exceeding his/her expectations regarding the quality of service and/or facilities.

We define a complaint as a guest's expression of not meeting his/her expectations regarding the quality of service and/or facilities.

*In all cases, both positive and constructive feedback will be responded to. Online feedback is aimed at being honest, sincere and involved in which appreciation for feedback is shared as well as an appropriate response to findings focused on whether or not expected standards have been met and the actions taken on those findings. The objective is to respond to the guest's satisfaction, in personal contact (not online) to reach a desired and appropriate solution or possible compensation. Compensations are recorded in vouchers whether or not in internal bookings, guest profiles and Sales Calls tailored to the appropriate discipline.

Business focus

Quarter 1,2 & 4	70% MICE guests, 30% Leisure guests
Quarter 3	10% MICE guests, 90% Leisure guests

Last reviewed: February 11, 2025

Online feedback:

Hotel/Rooms division:

- ReviewPro: a digital platform that gives us insight into all feedback and reviews given online in various opinion sources such as Google, Booking, Hoteliers, Expedia, Tripadvisor, HolidayCheck.
- Feedback in chat of booking channels.
- Feedback in these sources often relates to the experiences of the entire visit.

Restaurant/Bar/Breakfast:

- Online feedback in opinion sources like Google, Tripadvisor.
- Feedback via online booking system Formitable.
- Feedback in these sources often relates to the discipline itself.

Social Media:

- Received feedback through social media channels like Facebook, Instagram, Twitter.
- Feedback can involve both the hotel and the various disciplines.

Events:

- Individual feedback event delegates sharing their feedback on their own initiative in the various opinion sources (see ReviewPro)
- Event evaluations submitted to delegates and presented in a summary report.

Protocol follow-ups and commitments:

Online feedback:

Hotel / Rooms division:

- ReviewPro:
  - Accessible to management team, arranged by various disciplines with personalised access.
  - Review alert immediately after online posting in mail/App.
  - Short lead time; within 24 to 48 hours online response from Executive Management/Resident Management partly based on internal feedback evaluation with discipline involved.
  - Complaints that span multiple disciplines are shared via ReviewPro as cases with a request for joint feedback and investigation with hard deadlines.
  - Review results with score below 80% will be followed up personally with respective guest if contact details are available.
  - All answerable reviews in ReviewPro are answered directly within the source.
  - The aim is a follow-up target of 95% on an annual basis.

- Feedback in chat of booking channels.
  - Record in chat guest reservation.
  - Short lead time; within 24 to 48 hours online response from Executive Management/Resident Management partly based on internal feedback evaluation with discipline involved.
  - Complaints that span multiple disciplines are shared via ReviewPro as cases with a request for joint feedback and investigation with hard deadlines.
  - Feedback is updated in guest profile.

GRAND HOTEL
HUIS TER DUIN
★★★★★

Restaurant / Bar / Breakfast:

- Online feedback in opinion sources like Google, Tripadvisor, etc
    - Daily online check, direct follow-up management responsible department within 24 and 48 hours.
    - If review score below 80%, and contact details are available, personal follow-up with respective guest by management department. Follow-ups are recorded directly in online reviews.
    - Feedback is updated in guest profile.

- Feedback via the 'online' booking system Formitable (feedback not visible online):
    - Daily check, direct follow-up management department. Follow-up takes place in chat and correspondence is updated in guest profile in reservation system.
    - If hotel guest, feedback is updated in both guest profile and reservation system.
    - Feedback is recorded by manager in own discipline for the purpose of training and/or improving work processes.
    - Daily recordings in daily reports that translate into the Daily Operational Meeting.
    - After Sales; parties of 8 are called after. Sales call is recorded in event file/Sales call.

Social Media:

- Daily online check, direct follow-up from Public Relations & Communications department after substantive feedback from relevant discipline and within 24 to 48 hours.
- If review score is below 80%, and contact details are available, personal follow-up with respective guest by management department. Follow-ups are recorded directly in online reviews.
- Recorded in the same way as Hotel and Restaurant.

Events:

- Individual feedback event delegates sharing their feedback on their own initiative in the various opinion sources (see follow-up mode ReviewPro, focusing on individual follow-up).
- Event evaluations submitted to delegates and presented in a summary report find their internal way through event manager. Required follow-up is done by Management Events department/Sales Director/Managing Director after substantive feedback from relevant discipline and within 24 to 48 hours.

Internal feedback:

All disciplines:

- Guest provided feedback during stay. Mostly through Duty Management/Shift leader Front of House.
- Guest provided feedback at Check-out. Mostly through Duty Management/Shift leader Front of House.
- Guest provided feedback received after sending departure email from Managing Director where requested is to provide us feedback.
- Guest provided feedback on his own initiative. Include one of the above channels, info@huisterduin.com or directly to Managing Director/CEO via ceo@huisterduin.com.
- Feedback directed to person and/or function. Direct contact to manager/supervisor at work email, phone or one on one.

Events:

- Feedback delegate via event agency captured and followed up by Event Manager.
- Feedback via one on one evaluation with Event Manager involved. This can be an intermediate and/or final evaluation.
- Required follow-up takes place by Management Event/Sales Director/ Managing Director after substantive feedback from relevant discipline and within 24 to 48 hours.

Records in case of incoming and outgoing correspondence on complaints are stored in a designated folder:

- Guests   directory by alphabetical surname
- Company   directory by alphabet company
- Maintenance   Feedback relating to maintenance is recorded in a maintenance program in which, based on the findings, a job is created tailored to the location in the building and the technical discipline involved. These are immediately available to the head of facility management. Board/Management departments have direct access to the status of recorded jobs for follow-up/control purposes.

Daily Operational Meeting:

- Daily morning and afternoon meeting in which compliments, complaints and follow-ups as well as attention to working method in processes or training needs are discussed directly. The meeting consists of members of the management team and board.

Experience Meeting:

- Team composition: Managing Director, Resident Manager, Assistant to the Managing Director
- Weekly meeting in which feedback and follow-ups/solutions are discussed as well as necessary adjustments in work processes and/or additions in training.

Mystery visit / Standards of Excellence:

- Once a year a mystery visit takes place. A mystery guest checks our quality of service, products and facilities at over 1,600 points. That feedback is received in an official record and is accessible to the entire management team. They in turn are expected to share the reports within their teams and use them for training and quality purposes.