



**R.E.S.O.L.V.E.**  
Turn guest complaints into loyalty.

R · E · S · O · L · V · E

- R** Recognize
- E** Empathize
- S** Study
- O** Own
- L** Launch
- V** Value
- E** Elevate

# THE RESOLVE MODEL™

## Guest Recovery Methodology

*Transforming Guest Recovery into Operational Excellence*

**The RESOLVE Model was not created to manage complaints.**

**It was created to protect guest relationships.**

Every guest concern, service failure, or unmet expectation creates a risk that the guest's perception of value may diminish. The goal should not be to simply solve the problem — it should be to restore confidence, rebuild trust, and preserve the overall value of the guest experience.

RESOLVE provides a structured methodology designed to guide hospitality professionals through every stage of the recovery journey — from the moment a concern is identified through final resolution and organizational learning.

Artificial Intelligence serves as an integrated support tool throughout, helping teams analyze situations, recommend recovery options, and generate operational insights — enhancing leadership judgment without replacing it.

Most organizations focus on fixing problems.

**RESOLVE focuses on recovering experiences.**

*Because true service recovery is not about managing complaints. It is about protecting the value of the guest experience.*

## RESOLVE · Methodology Guide

### R

#### R — RECOGNIZE

Identify and acknowledge guest concerns, service failures, or signs of dissatisfaction.

##### OPERATIONAL GUIDANCE

The RESOLVE process begins the moment a team member becomes aware of a potential guest concern — through a direct complaint, expressed frustration, or by proactively identifying verbal, non-verbal, operational, or environmental indicators suggesting unmet expectations.

The objective at this stage is not to solve the problem. It is simply to recognize that a service recovery opportunity exists. The guest should immediately be designated as an SRPG (Service Recovery Priority Guest) — an internal alert requiring heightened attention, proactive service, and immediate escalation of any additional concerns until the recovery process is complete.

### E

#### E — EMPATHIZE

Contact the guest, demonstrate understanding, and gather all information needed to assess the concern.

##### OPERATIONAL GUIDANCE

A designated leader should personally contact the guest as soon as possible — actively listening, asking clarifying questions, and documenting all relevant information. The purpose is twofold: to reassure the guest that the hotel is actively working on the issue, and to gather everything necessary for a complete evaluation. At the conclusion of this stage, the case should be fully documented and ready for analysis.

### S

#### S — STUDY

Review and analyze all information collected before making any recovery decisions.

##### OPERATIONAL GUIDANCE

Leadership reviews the information gathered during Empathize and analyzes the situation in detail — understanding what happened, identifying contributing factors, evaluating the impact on the guest experience, and assessing operational implications. This step is not about assigning blame. It is about developing a complete understanding before determining ownership and recovery actions. AI-generated recommendations may be provided to assist in evaluating recovery options and compensation strategies.

### O

#### O — OWN

Assign clear ownership and designate the individual responsible for leading the recovery.

##### OPERATIONAL GUIDANCE

Following the analysis, leadership must identify the individual or department responsible for managing the recovery. Ownership should be clearly assigned to eliminate confusion and ensure accountability. Leadership defines the recovery strategy — including corrective actions, accommodations, service recovery gestures, or compensation. All approved recovery actions, compensation decisions, and approval authorities must be documented within the system.

**L****L – LAUNCH**

Initiate the recovery process by implementing the agreed strategy.

**OPERATIONAL GUIDANCE**

The assigned owner personally contacts the guest and presents the agreed recovery strategy. Any corrective actions, operational adjustments, accommodations, or compensation are implemented at this stage. The objective is to move from planning to execution and demonstrate the hotel's commitment to restoring the guest experience.

**V****V – VALUE**

Confirm that the guest's perceived value has been restored and the experience recovered.

**OPERATIONAL GUIDANCE**

Before the guest departs, a leader must reconnect with the guest to validate the effectiveness of the recovery efforts – not to revisit the complaint, but to confirm that the situation was appropriately handled and the value of the stay restored. A service recovery is not complete simply because corrective actions were taken. It is complete when the guest confirms the experience has been recovered. Once confirmed, the case is formally marked as RESOLVED and closed.

**E****E – ELEVATE**

Evaluate the situation to identify lessons learned and opportunities for continuous improvement.

**OPERATIONAL GUIDANCE**

After the concern has been successfully resolved, leadership conducts a final review to identify operational gaps, process weaknesses, training opportunities, communication failures, or systemic issues. The goal is to transform individual service failures into organizational learning opportunities. AI-generated recommendations may be used to identify SOP enhancements, preventive measures, training opportunities, and process improvements.

# RESOLVE · Communication & Notification Flow

Each stage of the RESOLVE process generates specific notifications to ensure visibility, accountability, and timely follow-up. The table below summarizes all communications generated at each step.

STEP	NOTIFICATIONS	EMAIL / MESSAGE INCLUDES	PURPOSE
<b>R</b> RECOGNIZE	<ul style="list-style-type: none"> <li>WhatsApp – New issue reported to all users</li> <li>Email – Initial incident details to all users</li> </ul>	<ul style="list-style-type: none"> <li>Guest Name · Room Number</li> <li>Incident Summary · Date &amp; Time</li> <li>Current: RECOGNIZE Next: EMPATHIZE</li> <li>Guest designated as SRPG</li> </ul>	<p><i>Immediate awareness across all departments. Guest flagged as priority.</i></p>
<b>E</b> EMPATHIZE	<ul style="list-style-type: none"> <li>Email – Guest conversation details to all users</li> </ul>	<ul style="list-style-type: none"> <li>Additional Comments · Information Collected</li> <li>Updated Incident Details</li> <li>Current: EMPATHIZE Next: STUDY</li> </ul>	<p><i>Full visibility into guest's perspective for all stakeholders.</i></p>
<b>S</b> STUDY	<ul style="list-style-type: none"> <li>Email – Analysis &amp; AI recommendations to all users</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Analysis · Root Cause</li> <li>AI Recovery Recommendations</li> <li>Compensation Options</li> <li>Current: STUDY Next: OWN</li> </ul>	<p><i>Align teams before recovery decisions are finalized.</i></p>
<b>O</b> OWN	<ul style="list-style-type: none"> <li>Email – Ownership &amp; strategy to all users</li> <li>WhatsApp – Direct alert to Recovery Owner</li> </ul>	<ul style="list-style-type: none"> <li>Assigned Owner · Department</li> <li>Approved Recovery Strategy</li> <li>Compensation · Approval Authority</li> <li>Current: OWN Next: LAUNCH</li> </ul>	<p><i>Clear accountability. Owner notified immediately for action.</i></p>
<b>L</b> LAUNCH	<ul style="list-style-type: none"> <li>Email – Execution confirmation to all users</li> </ul>	<ul style="list-style-type: none"> <li>Recovery Actions Completed</li> <li>Compensation Delivered</li> <li>Relocation Details (if applicable)</li> <li>Current: LAUNCH Next: VALUE</li> </ul>	<p><i>Visibility that plan moved from planning to execution.</i></p>
<b>V</b> VALUE	<ul style="list-style-type: none"> <li>Email – Final feedback &amp; outcome to all users</li> </ul>	<ul style="list-style-type: none"> <li>Final Guest Feedback</li> <li>Recovery Outcome · Resolution Status</li> <li>Case marked RESOLVED if confirmed</li> <li>Current: VALUE Next: ELEVATE</li> </ul>	<p><i>Document whether guest's experience value was restored.</i></p>
<b>E</b> ELEVATE	<ul style="list-style-type: none"> <li>Email – AI insights to Executive Team only</li> </ul>	<ul style="list-style-type: none"> <li>AI Improvement Recommendations</li> <li>Lessons Learned · SOP Enhancements</li> <li>Training Opportunities</li> <li>Process archived &amp; completed</li> </ul>	<p><i>Transform recovery into organizational learning.</i></p>

 Email notification to all system users

 WhatsApp notification (direct or broadcast)



## RESOLVE · Practical Example — No Water in Guest Room

The following demonstrates how the RESOLVE Model is applied in a real operational scenario, from initial recognition through final resolution and organizational learning.

### R — RECOGNIZE

A guest contacts the Front Desk reporting no running water in their room. The agent listens carefully, apologizes, and informs the guest that a leader will contact them shortly. The issue is formally documented and escalated. The guest is immediately designated as an SRPG (Service Recovery Priority Guest).

#### NOTIFICATION GENERATED

-  WhatsApp — All users notified of new guest issue
-  Email to all users — Current: RECOGNIZE · Next: EMPATHIZE

### E — EMPATHIZE

A manager contacts the guest personally, thanks them for reporting the issue, and gathers details — when the issue began, whether it affects hot and cold water, and how it has impacted their stay. The guest feels heard and supported while the hotel gains a complete understanding of the situation.

#### NOTIFICATION GENERATED

-  Email to all users with conversation details — Current: EMPATHIZE · Next: STUDY

### S — STUDY

Leadership analyzes maintenance records, plumbing systems, and room history. Engineering determines major repairs are required and relocation is necessary. The AI module provides recovery options and compensation recommendations. The team agrees on a complimentary upgrade and an F&B; welcome amenity with a personalized apology card.

#### NOTIFICATION GENERATED

-  Email to all users with findings & AI recommendations — Current: STUDY · Next: OWN

### O — OWN

The Director of Engineering is designated as Recovery Owner. The approved strategy includes relocating the guest to an upgraded room, completing repairs, and delivering the amenity. All decisions are documented — including the upgrade approved by the General Manager.

#### NOTIFICATION GENERATED

-  Email to all users with ownership & approved plan — Current: OWN · Next: LAUNCH
-  WhatsApp direct notification to the Recovery Owner

## L – LAUNCH

The Director of Engineering contacts the guest, explains the repairs required, and presents the complimentary upgrade. A Bellman assists with the relocation. The new room is prepared, the amenity and apology card delivered, and all agreed recovery actions completed. The recovery moves from planning to execution.

### NOTIFICATION GENERATED

 Email to all users confirming execution – Current: LAUNCH · Next: VALUE

## V – VALUE

Prior to departure, a leader reconnects with the guest – not to revisit the complaint, but to confirm whether the recovery efforts successfully restored the experience. The guest confirms the hotel responded promptly and handled the situation professionally. The case is formally marked as RESOLVED and closed.


### NOTIFICATION GENERATED

 Email to all users confirming successful recovery – Current: VALUE · Next: ELEVATE

## E – ELEVATE

The Executive Team conducts a final review. The AI module generates recommendations including preventive maintenance enhancements, inspection procedures, and SOP updates. These are reviewed and incorporated into future training and operational practices. The guest complaint has been transformed into a stronger operational process.

### NOTIFICATION GENERATED

 Email to Executive Team only – AI recommendations, lessons learned & SOP improvements. RESOLVE process fully completed and archived.

## Intellectual Property Notice

The RESOLVE Model™, including its methodology, process flow, terminology, structure, training materials, workflows, communication framework, and supporting documentation, constitutes proprietary intellectual property.

### **All rights are reserved.**

The RESOLVE Model has been developed as a structured service recovery and operational improvement methodology for the hospitality industry. Unauthorized reproduction, modification, distribution, licensing, or commercial use of any portion of this methodology without prior written authorization is strictly prohibited.

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**U.S. Patent Pending (App. No. 64/030,597)**

Transforming Guest Recovery into Operational Excellence.



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