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RESOLVE MODEL™

Guest Recovery Methodology

Transforming Guest Experience into Operational Excellence

*"We don't manage complaints.
We protect guest relationships."*

THERESOLVEMODEL.COM

The Hidden Math — The Cost of an Unrecovered Guest

Unrecovered guests are not just a service issue — they are a direct driver of financial performance across the U.S. hospitality industry.

5–9%

RevPAR impact from a one-star drop in online ratings¹

26%

Average share of dissatisfied guests the industry manages to recover²

\$179

Hidden cost per unresolved issue in time, labor, and lost productivity³

Yet compensation itself is often inconsistent and inefficient, with many organizations relying on reactive, unstructured approaches that lead to unnecessary revenue leakage.

"We solved the problem. We lost the person."

Hotels are excellent at fixing problems — but recovering people is a different story, and very few are prepared for it. Fixing a problem and recovering a guest are two different jobs. The first belongs to departments. The second belongs to people — and it needs structure, ownership, and proof that it happened.

The RESOLVE Difference

RESOLVE transforms Guest Recovery into a structured, data-driven methodology — with AI built into every stage, enhancing leadership judgment without replacing it. By structuring every recovery, hotels can:

- ✓ Reduce compensation inefficiencies
- ✓ Increase guest recovery and retention
- ✓ Protect and enhance online reputation
- ✓ Continuously refine SOPs based on real cases
- ✓ Drive measurable improvements in RevPAR
- ✓ Score every recovery with the Guest Recovery Score (GRS)

Detect. Decide. Execute.



THE PULSE — Detection belongs to everyone.

The RESOLVE mobile app turns every employee into part of the hotel's detection network — the **Guest Experience Keepers**. Report a concern in seconds; know instantly when a guest becomes a Service Recovery Priority Guest (SRPG). Because if no one detects the problem, nothing else can happen.



THE RESOLVE MENTOR — Not every situation is a case.

A conversational AI module trained on the methodology. Any agent describes the situation and gets an instant, reasoned answer: RESOLVE Case, or routine operations? The right path, every time — and a trainer that never sleeps.

THE SEVEN STEPS — One methodology. One continuous cycle.

- R** **RECOGNIZE** — The concern is detected, the case is born, and the guest is flagged property-wide as an SRPG.
- E** **EMPATHIZE** — A leader personally listens and records the Guest Sentiment Indicator (GSI).
- S** **STUDY** — The facts are investigated and the full recovery strategy — including any compensation — is defined before speaking with the guest again.
- O** **OWN** — A single Case Owner is designated. One name, full accountability.
- L** **LAUNCH** — The Owner executes the recovery and records the Recovery Response Indicator (RRI).
- V** **VALUE** — On check-out day, a leader confirms the experience was truly recovered.
- E** **ELEVATE** — Every closed case becomes lessons, SOP improvements, and AI-generated insights.



Measured, Not Guessed

GSI → RRI → Resolution Status = **Guest Recovery Score (GRS)**, a 1-to-11 scale:

9–11 Excellent

7–8 Successful

4–6 Partial

1–3 Failed

Deliberately designed to reward the most complex recoveries: a guest who begins furious and leaves fully restored earns the maximum score. **The GRS doesn't evaluate the guest — it evaluates the hotel's ability to restore confidence.**

Ready to Transform Guest Recovery into Revenue?

Request a personalized demo:

- ✓ No commitment required
- ✓ 30–45 minute walkthrough
- ✓ Reply within 24 hours

What to expect: How RESOLVE works end to end — from The Pulse to the Guest Recovery Score · Your hotel's specific opportunity · Your ROI path: reduced costs, higher recovery rates, improved RevPAR.

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Every hotel faces the same question when something goes wrong: **who gets to write the final chapter of the guest's story?** Your team, while they're still in the building — or the internet, after they're gone.

RESOLVE exists so it's always your team.

Sources: ¹ Snapfix — Impact of online reviews on hotel revenue (RevPAR) · ² Tattle — Guest recovery benchmarks and impact on revenue · ³ Elite Worldwide — The cost of customer complaints