

The Five-Star Incident: From the Incident Report to Loyalty

How I would accompany them, from Wednesday to Sunday. Wednesday: the double confirmation — the technician closes their work order and, two hours later, the personal verification call, by name (lesson 17). From that moment on, the Díaz family has a guardian angel: one specific person who knows they own that stay. Thursday: contact without reminders — a greeting that remembers at breakfast, a slightly better table, no mention of the breakdown unless they bring it up. Friday or Saturday: the gesture at the right moment — the discreet touch, the personalized recommendation, quiet priority in whatever they ask for. Delicacy that is felt and not announced.

And on Sunday, the twenty seconds that decide everything: “We are truly sorry about the air conditioning on Tuesday — I hope the rest of your stay more than made up for it. Thank you for your patience and for how you handled it. Next time, your room will be perfect from minute one — and we already know which one you like.” Acknowledgment, thanks, an open door to return — with memory. That family isn’t going to write about a breakdown: they’re going to write about a hotel that rose to the occasion — and they’re going to come back.

This was the last lesson, and it’s no coincidence that it was this one: the whole method of the season fits inside it. See the person, tell the truth, execute with craft, follow up and leave a good memory. Now read my farewell message.