

#Role Play

Divide into groups

- One group plays the customer with the complaint.
- One group plays the employee or service representative.
- The remaining participants can act as observers and evaluators

Each group have 10 minutes to perform the role-play based on both scenarios.
In class, each group will be allocated to a role (unknown until the class, so you must prepare for both)

Observers evaluate the interactions and take notes on what went well and what could be improved

Discussion (30')

- Participants will share their experiences and insights from the role-playing exercises.
- Observers will share their views and discuss areas for improvement.

#Case 1

Aviation Complaint: Flight Cancellation

The Scenario: You arrive at the airport for your long-awaited vacation flight. As you approach the check-in counter, you are informed that your flight has been canceled due to unforeseen technical issues. You had meticulously planned your trip and had connecting flights and accommodations booked at your destination.

- Express your disappointment and inconvenience due to the flight cancellation.
- Explain your connecting flight and accommodations arrangements that are now disrupted.
- Request assistance with rebooking on the next available flight and inquire about compensation or vouchers for the inconvenience caused, such as meal vouchers or hotel accommodation if applicable

#Case 2

Hotel Complaint: Reservation Error

Scenario: You made a hotel reservation for a three-night stay at a well-known hotel chain. However, when you arrived at the hotel, the front desk staff informed you that they have no record of your reservation and that they are fully booked for the night. You're frustrated because you have a confirmation email, and you were looking forward to your stay

- Present your reservation confirmation email.
- Express your frustration about the reservation error and inconvenience caused.
- Request immediate resolution, such as finding an available room or arranging accommodation at a nearby hotel, and inquire about compensation for the inconvenience.

#Case

The CFO of a hotel group has to make investment decisions for the future of the company.

On the one hand, the Marketing Director defends a greater allocation of resources in digital marketing, in partnerships with Booking and Tripadvisor to increase sales, guarantee better occupancy levels and improve RevPar (Revenue per Available Room).

The Sustainability Director proposed allocating this budget to IoT (Internet of Things) to sensorization of hotels and the acquisition of smart management systems to optimize resource consumption and improve the working conditions of employees.

Students will work in groups and must each defend the positions of the Marketing Director and the Sustainability Director to convince the CFO.
A discussion of arguments follows.

20' work + 10' presentation of arguments

Prepare both roles. Each group will be allocated to a role