

Copycourse – March 2019 – AM Digital

1. Alexandra Woolley
2. Callum Barton
3. Holly Francis
4. Scarlett Rich
5. Jane Wiejak
6. Alex Butler
7. Lorna Wilkins
8. Ben Lacey

Dear Mr Peterson,

I have recently experienced a pleasant three-night stay at the Royal Gloucester Pringle, however on my final evening I came across an unexpected problem after using the hotel phone. During my stay I had no means of contact, therefore I had to use the hotel phone to make an 11-minute call.

Upon my departure from the hotel, I was presented with an extortionate £320 bill for the use of the hotel phone. Although I am fully aware that using the hotel phone isn't the cheapest form of contact, I was disgusted to find out that my call cost nearly as much as the overall three-night stay.

I frequently stay in hotels around London on business travel, and this was my first time at the Royal Gloucester, but unfortunately this will be my last time if we are unable to resolve this situation. I fully appreciate that the hotel must charge customers for using the hotel facilities such as the phones, however the pricing is triple the cost of any other hotel in the area, and the charges are very unclear. To conclude my email, I would like to come to an agreement on a refund.

I look forward to hearing from you.

Regards,

FAO:

Mr. Ron Peterson

Chairman of Royal Gloucester Pringle Hotels

Royal Gloucester Pringle Hotels

Pringle Street, London, UK

Dear Mr. Peterson,

As a recent guest of your Royal Gloucester Pringle Hotel, London, I would like to bring to your attention a distressing situation I was placed in during my visit and trust you will be able to rectify this.

I had the pleasure of staying with you for three nights (March 1st-3rd) and had a wonderful time—your staff were very attentive and welcoming. During my last evening with you, however, I had the misfortune of losing my mobile phone. As a result of this, I utilised your hotel's facilities and made a short, important call to a friend in Italy from the phone I was provided with in my hotel room. During checkout, to my dismay, I was billed £320 for this 11-minute call. As I am sure you will agree, this is a substantial mark-up on this simple service and after my request for a refund, your receptionist informed me there was nothing she could do.

After this distressing exchange with your receptionist I found myself left with no other option than to contact the English Tourist Authority. Unfortunately, the authority confirmed mark-ups of this nature are of frequent occurrence, not only with regards to your establishment, but to many others in London.

I hold the Royal Gloucester Pringle Hotels chain in high regard with respect to customer service and hospitality and I feel considerably disappointed and let down that your business is exploiting tourists in this manner. My preference would be to stay loyal to the Royal Gloucester Pringle brand in the future, therefore I hope my situation can be resolved in a timely manner which reflects the excellent service I received during the start of my stay.

I look forward to hearing from you in due course.

Yours faithfully,

Dear Mr Peterson,

On a recent trip to London, I had the pleasure of staying at your Royal Gloucester Pringle Hotel. As a frequent traveller, I would usually stay with a more familiar chain. But on this occasion, due to a last-minute booking mix-up, I stayed at the Royal Gloucester instead.

My stay was comfortable and enjoyable. With that in mind, I wouldn't hesitate to recommend your hotel to others for future trips.

However, on being presented with the bill the morning I left I would seriously question some of the practices within your hotel. I was unfortunate enough to lose my mobile and had to use the hotel phone to make a single, but time sensitive, call to Italy. Despite this call lasting only 10 mins, I was charged an extortionate £320.

I could have perhaps purchased myself a brand new phone and plan for less.

I'm sure you can understand a charge this size is both surprising and extremely disappointing as it tarnished what would otherwise have been a highly-rated stay.

Therefore, I would suggest that if you wish to appeal to tourists, you rethink your telephone pricing model and make efforts to ensure your policies are far more transparent.

Until that time, I'm afraid I cannot recommend the Royal Gloucester Pringle Hotel despite the otherwise exemplary service in other areas.

But should you be so inclined, I would be happy to discuss how we can turn this negative experience into a positive outcome.

Warmest regards,

Dear Mr Peterson,

I have recently stayed in the Royal Gloucester Pringle Hotel in London for a business trip. Unfortunately, on my final night in London I had the misfortune of losing my mobile phone. Because of this I needed to use another phone to make a call, and therefore, I used the hotel room phone to make this call. One call was made, and this was for the duration of 11-minutes.

On checking out I was horrified to receive a bill of £320 for this one call. I went on to express my frustration to the receptionist; however, she was very unhelpful and suggested I write to yourself as Chairman of the hotel chain.

I am appalled that I must contact yourself to try and resolve this issue, but there seems to be no other resolution due to the lack of company policy on this issue. The only information the receptionist was able to provide is that the costs of making a call are available on the TV in the room. I did not use the TV in my room during my stay and no other information was there to explain these excessive charges. This is an extortionate amount of money and I am very unhappy about having to pay for this and would really appreciate being refunded for some of the cost.

It would be greatly appreciated for you to respond to my email so we can have this matter resolved as I, a paying customer, have had a bad experience and I believe it would be beneficial for yourself to discuss this feedback further, as this could prevent further disappointment and poor customer satisfaction.

I look forward to hearing from you.

Regards,

Dear Mr Peterson,

It was a last-minute decision to stay in your hotel last week, and while I was pleasantly surprised with the standard of the hotel's facilities and the comfort it offered, unfortunately I have been left feeling extremely dissatisfied after an incident that occurred.

On the last night of my stay, whilst sightseeing in London, my mobile phone was stolen. I needed to make a call that evening to confirm my travel arrangements back to Italy, so I used the hotel room telephone for a short ten-minute call.

On check-out I was appalled to discover that I had been charged £320 for this call. When I explained my phone predicament to your colleague on reception, and challenged the cost, she was less than sympathetic.

As I have worked in the telecoms industry for many years, I know for a fact that my call to Italy didn't cost your hotel anywhere near this amount. I can estimate what it did cost, and think it is fair that you refund me 75% of this £320.

I stay in hotels all over the world, and often give establishments top reviews and testimonials, and do make recommendations to other work colleagues. In this instance however, I feel compelled to make a complaint to the English Tourist Authority, as unfortunately this just feels like another instance of Britain ripping off tourists.

I expect to hear from you on this matter as soon as possible, and hope that you can resolve my complaint satisfactorily.

Yours sincerely,

Dear Mr Peterson,

I am writing to lodge a formal complaint regarding my recent stay at the Royal Gloucester Hotel last month. Unfortunately, the hotel staff were unable to resolve my complaint on-site. As chairman of the hotel chain, I felt it necessary to bring this grievance to you as there is a grave misstep in your hotel chain's policy on room phone charges that is predatory and unreasonable when customers, like myself, have a range of hotel options.

During my recent stay, I had the misfortune of losing my mobile phone. I had to make an urgent call and subsequently had to use the phone in my room. Sir, I was charged £320 for an 11 minute phone call to Italy. That is 3000% mark up on what it would cost me to use a public telephone. When querying this charge with the reception staff, I was given a packaged answer about referring to the charge card in my room. The reception cited the rules she had been given, hence why I am writing this email to someone who presumably has governance over such rules. Is this policy simply a legacy that has never been updated or is it a predatory policy to catch out tourists and guests who happen to be without a phone?

After speaking to English Tourist Authority, who actively condemn this policy, I feel a full refund of this charge would be the appropriate response. Secondly, your phone tariff policy needs immediate review. I can guarantee you will have many future complaints and perhaps even litigation if you continue to treat your guests in such predatory fashion.

I look forward to your response and resolving this issue amicably to ensure my next stay with be with Pringle in the near future.

Yours Sincerely,

Dear Mr Peterson,

Re: Reimbursement of Telephone Bill

Further to my recent stay at the Royal Gloucester Pringle Hotel, London, on 19 - 21 March, I was generally very pleased with the high standard of service provided.

Imagine therefore my great surprise and disappointment only to be presented with a £320 bill on having made an important, but short, 11-minute call to Italy on the last night, having had no access to a mobile phone!

As the information about making calls using the phone in the hotel room was not made clear to me, this situation could easily have been avoided. Had I been made aware of these extortionate prices, I would of course have made the call elsewhere, where it would have cost just a fraction of the price.

Please find attached a copy of the bill for your reference, for which I expect to receive a full refund within the next 28 days in recognition of the distress this has caused to me. Should this issue not be satisfactorily resolved, I will avoid staying at your hotel in future and will ensure that this avoidable situation is reflected in my feedback on TripAdvisor.

Should you wish to discuss this matter further, please contact me on:

+44 77123456789, or by email at xyz@amdigital.co.uk.

Regards,

Dear Mr Peterson

I recently stayed at your Royal Gloucester Pringle Hotel in London. I had intended to stay at the Army and Navy Club, but my secretary booked a room at your hotel instead. I found it to be an excellent stay, and would consider using you instead of the Club again, but for one major disappointment.

I needed to make a call to Italy and I used the phone in my room. The charges for this were not clearly indicated and I was charged £320 for an 11-minute call, a charge that is clearly much higher than the cost to the hotel.

I have been in touch with the English Tourist Authority, who are currently looking into this kind of treatment of tourists in London. However, before I escalate this further, I wanted to give you a chance to respond personally and offer a refund.

I enjoy visiting London, as do many of my friends, and while I would dearly like to recommend your hotel for future stays, I find myself unable to do so knowing its hidden charges – something my friends have raised concerns about before.

I know you are a busy man, so thank you for taking the time to read this. I hope we can come to an agreement over a refund, and I look forward to visiting London again soon.

Best wishes