



Home

About BWI

Brand Standards

Hotel Operations

Marketing & Sales

Training

Hotel Operations

Supply Direct

BW Supply

Credit, Financing & Insurance

Crisis Management

Customer Care

Phoenix Customer Care Center

First Contact Resolution

Credit Card and Billing Issues

Customer Care Performance

Guest Feedback

Customer Care Resources & Tools

Food & Beverage

Human Resources

Legal Resources

Property Management

Revenue Management Services

Technology Management

Hotel Operations > Customer Care > Phoenix Customer Care Center > Credit Card and Billing Issues

Guest complaints: credit card and billing issues

Best Western implemented First Contact Resolution (FCR) to resolve service and accommodation issues more quickly for a higher level of guest satisfaction.

However, nearly 34 percent of all customer complaints received by Best Western are billing- or credit card-related issues, which do not fall under FCR. While having hotels resolve these complaints directly with the guest within seven days is critical to maintaining guest satisfaction, it is even better for hotels to eliminate the root cause of these complaints in the first place before the guest contacts Best Western.

Top Complaints

Best Western performed an analysis of the reported complaints and determined the eight most common credit-card related issues:

1. When a debit card is authorized at check-in, the funds are frozen. It can take 5-10 days for the authorization to be released which can result in insufficient funds in the guest's account.
2. The hotel charges the guest's credit card even though the guest is using Best Western Rewards® points or vouchers to pay for the stay.
3. Less available credit on the guest's card because the hotel authorizes or puts a hold on the card prior to the guest's date of arrival.
4. The hotel bills a guest for reservations that are prepaid by a third party.
5. "Unknown charges" billed to the card, such as for incidentals/misc. charges (i.e. guest forgot they billed dinner to the room, smoking fee, pet charges, in-room movies, etc.).
6. Guest pays cash upon check-out but the credit card the guest used as a guarantee on the reservation was also charged or pre-authorized.
7. The credit card used as guarantee on the reservation was charged instead of the credit card presented upon check-out.
8. The guest was charged a higher rate than quoted.

How to Reduce Complaints

Below are several tips to help minimize credit-card related complaints.

- When accepting a credit card for any reason, hotel staff should ask the guest what type of card the guest will be using. If it's a debit card, advise the guest of possible authorization holds and ask the guest to initial their understanding.
- Ensure that the method of payment on the reservation is documented.
- Confirm that the guest is aware of all charges at when they check-in.
- Thoroughly explain the cancellation policy when confirming reservations and if possible, e-mail a confirmation.
- Use separate incidental folios to make sure third-party charges don't get charged to the guest's credit card.
- Don't accept a credit card that is not present without a fully-completed authorization form.
- Don't allow a guest to check-in without a fully authorized card, even if they're paying with cash, travel card, or Best Western Rewards points.
- Make sure the name on the reservation matches the name on the credit card.
- Ask the guest for identification at check-in and never check someone into a room if the ID doesn't match the name on the reservation.

Resources

Need additional help or ideas to prevent credit card issues at your hotel? Best Western has put together a short, easy-to-understand online training. Just click on the link below to view. The training is also available on bwiuniversity.com.

Questions?

Contact James Cope at james.cope@bestwestern.com or 623-780-6125 or Danielle Ward at danielle.ward@bestwestern.com or 623-780-6023.

Top Searches and Popular Links

Top Searches	Brand Standards	Hotel Operations	Marketing & Sales	Training	Calendar
Design Requirements	Brand Identity Guidelines	BW Supply	AAA / CAA	BWI University	New Members
Customer Care Scores	Design Guidelines	Breakfast	Best Western Rewards	Training Calendar	Terms of Use
I Care®	Quality Assurance Manual	Customer Care	Harley-Davidson	Training Requirements	bestwestern.com
Customer Care Performance		Design			User Profile
		Revenue Management			Logout

Each Best Western ® branded hotel is independently owned & operated.
Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc.
© 2002-2018 Best Western International, Inc. All rights reserved.