From: McKenzie Friend
To: "RACDGTM";
Subject: RE: RAC refuse to attend with heavily pregnant woman after car becomes stranded in snow
Date: 31 December 2009 12:25:00

Dear Alec

The lady concerned was my wife.

Am I to infer that the RAC is not taking any disciplinary action over the initial bad customer service or the blog post from an RAC computer, possibly in work time? That is disappointing if true. and puts the RAC in the invidious position of not being able to discipline other staff over internet use if you have let 'Pauline Bates' post from an RAC computer?

It would seem from listening to the recordings of the conversations again that your operator was claiming that the reason she WOULD not task anyone to attend with my wife, was that she was relying on an edict from above; which said that anyone who needed recovery due to snow or ice should contact the police? Was she correct in stating that? It was confirmed by the supervisor on duty so were they both wrong? Can you direct me to where on your website this was advised to your members ahead of this date? Or where a press release was issued or an interview done with the media stating this position?

I want you to be certain that I am not going to let up on this until the truth of why my pregnant wife was left stranded by the RAC comes out. If that takes months of correspondence in the public domain then so be it. I will be contacting the media again on Monday and issuing a press release if the matter is not resolved to my wife's satisfaction before then. Any resolution will likely involve not only an apology and a full and frank public statement, but should include a sizeable donation to a charity of my wife's choice.

I really think you guys need to get a handle on the power of social media before you damage your business even more. The blog posts have been read by hundreds of people already and this should be escalated to director level before it becomes unmanageable.

Yours sincerely
John Junk

From: Alec Saiko [mailto:alec.saiko@aviva.co.uk] On Behalf Of RACDGTM
Sent: 31 December 2009 11:54
To: McKenzie Friend
Subject: Re: RAC refuse to attend with heavily pregnant woman after car becomes stranded in snow

Dear John

Thank you for your email regarding your recent blog. At RAC we are passionate about providing a 1st class service and work very hard to ensure every member has a positive experience.

We are always concerned to hear when a member is not happy with our service. We would value the opportunity to get in touch with the lady concerned and apologise to her personally. As we have not received a complaint we are unable to trace the details we need to contact her.

If you are willing to pass on our Customer Care telephone number 0800 731 1104 and case reference number 46447 or alternatively if you could to let us know her name, membership number, car registration and the date of the incident we will contact her as soon as possible.

In reply to your point about the second posting to the blog, we can assure you this posting is a personal opinion by an individual and is not the voice of RAC.

We are very sorry for the distress experienced by our member and we hope, once we are able to contact her, that we can in some way compensate her and apologise.

Kind regards

RAC

"McKenzie Friend" ---24/12/2009 22:07:29---Dear RAC
"McKenzie Friend" <help@mckenziefriend.com>
24/12/2009 22:02

To

<racdgtm@rac.co.uk>

cc

Subject

RAC refuse to attend with heavily pregnant woman after car becomes stranded in snow

Dear RAC

You will be aware of the blog post at
http://www.mckenziefriend.com/2009/12/rac-refuse-to-pick-heavily-pregnant-wo
man-up-after-becoming-stranded-in-snow/ as you responded to the post, telling both myself and my many readers that RAC customer relations were looking into the matter. I assume that you are still looking in to it.

In the meantime there has been another post to the blog. I have attached the details of both the newest post and your original post as PDF's. You will note that they were both sent from the same IP address. I will be posting these two documents on the blog for my readers to see.

I suggest that you get a press release ready to explain how this happened. I will be tweeting, blogging and circulating this to my media contacts as well as to Edmund King, president of the AA on Twitter.

Best regards
John Junk
Editor
www.mckenziefriend.com

(See attached file: rac customer relations reply.pdf)(See attached file: pauline bates rac.pdf)