

## Luxury central London hotel praises Euronet's personalised services and competitive prices

The Stafford London, a 5\* hotel in the heart of St James's, Mayfair, has hailed its strong and deep-rooted four-year partnership with Euronet Merchant Services UK as 'excellent'.

The 17th century stately hotel, which was once a club for American and Canadian officers stationed overseas during the Second World War, commended the global leader in electronic payment and transaction processing solutions for its competitive edge over other providers.

Already having an electronic payment supplier in place, the 107-room hotel, famed for its 380-year-old wine cellars, wanted a commercially attractive alternative. The staff were instantly impressed with the company's 'great, personable service'.

This swiftly led to a strong relationship between the two, with Euronet providing the hotel with its credit card acquiring, including terminals and personalised PDQ machines.

Paul Fuykschot, Group Director of Finance at The Stafford London, said: *"We've been in partnership for about four years now. The initial need was to save a few pounds and in Euronet, we found a better commercial deal that supports us on multiple levels, from the front desk to the financial team."*

*"They not only provide a personalised service that other competitors don't supply, but also offer 24/7 support. I can call them at any time and they always answer. Sometimes you don't get that with competitors. They also offer a face-to-face account manager which is always helpful."*

*"Our relationship with the team at Euronet is very good and they were extremely helpful when setting up the software. They also offer constant training and refresher courses on using their services. If something changes they will always keep us up to date."*

Euronet's Merchant Acquiring solutions include its patented Dynamic Currency Conversion software, which enables merchants to decrease their cost through a new, direct and recurring revenue stream.

With DCC, foreign currency conversion takes place directly and instantly at the point of sale, providing full conversion details to the customer via smart, patented and intuitive



flag-based interface technology.

The team at The Stafford London were so impressed with Euronet's payment and transaction processing services, that they even recommended the company to other luxury hotels in the capital.

Paul added: *"I've recommended Euronet to a number of colleagues in the London area. One of the key drivers is the fact they offer a cheaper alternative to other payment providers. Ultimately, they're much more commercially attractive."*

