

Formal Complaint Regarding Deceptive Utility Marketing Tactics

[Your Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]

[Recipient's Name]
[Utility Company Name]
[Company Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I am writing to formally lodge a complaint regarding the deceptive marketing tactics employed by [Utility Company Name]. I believe that the marketing strategies used have misled consumers, including myself, into making uninformed decisions about our utility services.

On [specific date], I was approached by a representative of your company who presented offers that were significantly different from my current utility plan. I was assured that switching would result in substantial savings; however, upon further investigation, I discovered that the rates and terms stated were not accurately represented. This has caused not only financial confusion but also significant distress.

As a consumer, I have a right to transparent and honest marketing practices. I urge you to investigate these practices and provide clarity on the terms of service that consumers are being offered. It is essential for companies to adhere to ethical marketing standards to maintain consumer trust.

I expect a prompt response regarding this matter and would appreciate any actions taken to rectify this situation.

Thank you for your attention to this important issue.

Sincerely,

[Your Name]