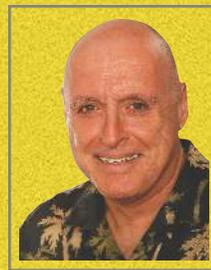


THE EXTRA POINT

BY JERRY ROBERTS



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Every once in a while we talk about the importance of good customer service, and we've given several good service stories. A few times in the past three years we've mentioned when companies have done a lousy job of it. Have you ever thought to yourself, "But what about when customers are irrational, unreasonable, and just dumb? How come you never deal with that, Jerry." Well, today's your day. We will flip the script, next, on The Extra Point.

Some customers are irrational, unreasonable, and just plain dumb. What follows is a relatively short list of complaints made by customers, to Thomas Cook Vacations, one of the largest travel companies in the world. There are 14 in all. Perhaps you can imagine what your facial expression might be if someone said some of this stuff to you.

1. "They should not allow topless sunbathing on the beach. It was very distracting for my husband who just wanted to relax."
2. "On my holiday to India, I was disgusted to find that almost every restaurant served curry. I don't like spicy food."
3. "When we were in Spain, there were too many Spanish people there. The receptionist spoke Spanish, the food was Spanish. No one told us that there would be so many foreigners."
4. "The beach was too sandy. We had to clean everything when we returned to our room."
5. "No-one told us there would be fish in the water. The children were scared."
6. "Although the brochure said that there was a fully equipped kitchen, there was no egg-slicer in the drawers."
7. "The roads were uneven and bumpy, so we could not read the local guide book during

the bus ride to the resort. Because of this, we were unaware of many things that would have made our holiday more fun."

8. "I compared the size of our one-bedroom suite to our friends' three-bedroom and ours was significantly smaller."

The next one requires a certain type of mindset. Listen closely.

9. "The brochure stated: 'No hairdressers at the resort.' We're trainee hairdressers, and we think they knew and made us wait longer for service."

10. "I was bitten by a mosquito. The brochure did not mention mosquitoes."

11. "My fiancée and I requested twin-beds when we booked, but instead we were placed in a room with a king bed. We now hold you responsible and want to be re-reimbursed for the fact that I became pregnant. This would not have happened if you had put us in the room that we booked."

12. "It took us nine hours to fly home from Jamaica to England. It took the Americans only three hours to get home. This seems unfair."

13. "We had to line up outside to catch the boat and there was no air-conditioning."

14. "It is your duty as a tour operator to advise us of noisy or unruly guests, before we travel."

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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