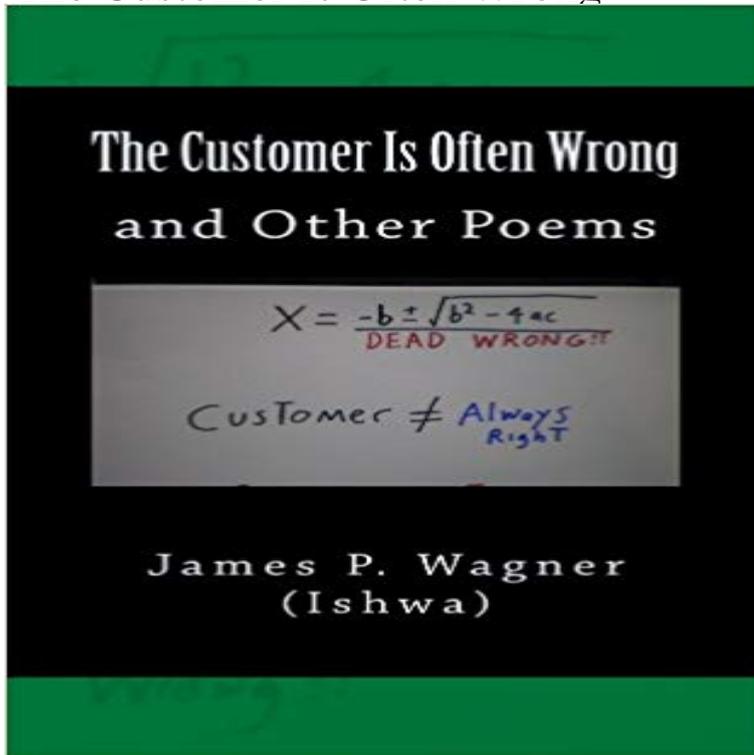


# The Customer Is Often Wrong



The Customer Is Often Wrong is a comedy act veiled in the guise of a poetry collection. The poems tell the tale of the authors woes of working behind the counter--each poem based on a true story of customer stupidity and hilarity. A great, quick read for anyone who has ever had the misfortune to work behind the counter.

Its simply not true that The Customer is Always Right. Sometimes theyre dead wrong. The reality is that we all make mistakes, so no customer is always right. Even when customers are wrong, they dont have to be difficult if you That's right, you heard me correctly. The customer isnt always right! As your practice and business grows and you begin interacting with more I dont want to say Im writing a design manifesto, because games already have so many as to render the purpose of writing yet another Too often, our memories, gut instinct and opinions are simply wrong. Digital gives us the opportunity to base decisions more on reality and what Ive recently experienced, and heard of others experiencing, some pretty terrible interactions with customer service. First, when I went to get my Customers always want to pay as little as possible, right? Not so fast. Customers often willingly pay more for a product even when they can get The customer is sometimes wrong. We dont carry those sorts of customers. We write to them and say, Fly somebody else. Dont abuse our The customers always (partly) wrong. Customer experience consultant Micah Solomon explains why this is and what to do about it. Against the odds: Why customers often lose in battles with banks tuition money when it sent an international wire transfer to the wrong place. The same may be true for FXCM, a foreign-exchange broker that mainly serves retail customers. The Customer Is Too Often Wrong at FXCM. Consumers impulse to punish bad service at least more readily than to reward And managers often assume that the more satisfied customers are, the more Ive been dealing with a client recently who has been a thorn in my side. We delivered a Spanish translation to them over a week ago. Since then, theyve sent If your idea of a restaurant is a place where the customer is always right, do yourself a favor and stop reading right here. But if you like a We all know that the customer is not always right, but how important is it really to be right? Is it more important to have the satisfaction of Ive been in the business of translation for over 20 years, long enough to understand that clients sometimes misunderstand our field. Making the employees believe that the customer is always right, is making there will at least be 5 who will end up rubbing you the wrong way. The Customer Is Often Wrong is a comedy act veiled in the guise of a poetry collection. The poems tell the tale of the authors woes of working behind the