

# "Please Hang Up and Call Again"

Are there any humans left answering customer service phones anywhere in America? No matter how many customers complain, companies respond that automated service is for our own good, just shut up and hit 5.

We're routinely subjected to three manners of abuse:

First.....Descriptions of every option except the one we want, and if it is listed, it will be last, just before a reminder that says if we enjoyed this message, we can have it repeated.

Two... Shameless marketing, enthusiastically boasting a company's new services which they've been able to add, the cheerful voice will tell you, since they no longer have to squander money needlessly on operators.

and 3. Apologies for the long wait, and if you'd like to, please hold for a customer service representative who will be with you as soon as we hire and train some more. And since we don't have music on hold, please feel free to hum to yourself.

With each passing day, one more organization gets a little more inaccessible.

(DIALING)

(PHONE PICKED UP ON 4<sup>th</sup> RING)

Thank you for calling the fire department Quick Response line. We're conveniently located near the center of town so we can get to your house really fast. In order to better serve you, we've just invested in a shiny new fire truck, If you have a touch tone phone, and it is not on fire, please press 1. (BEEP)

If you would like to buy a ticket for our upcoming Fireman's' Charity Ball, please press 1. If you have seen our shiny new fire truck and would like to complement us on how new and shiny it looks, please press 2. If you have an emergency that requires the service of our highly skilled fire professionals, please press 3. (BEEP)

If you have a favorite animal and it scurried into a tree and want us to send over a fire professional and his ladder, please press 1. If a wild animal is holed up in your chimney and you need it extracted by one of our highly skilled fire professionals, press 2..... for raccoons, 3 for squirrels, and 4 for any aquatic mammals. If your house is currently being consumed by smoke or flames, please press 5. (BEEP)

If you notice smoke and do not recall cooking anything that is combustible, press 1. If your clothes are on fire, smack the flames out with your phone first, then press 2. Or if your home and its contents seems to be engulfed in flames, press 3. And have your address handy.

If you'd like to repeat this message, press 0. Or if you'd like to speak to a fire fighting professional or complement us on our new and shiny fire truck, please stay on the line.

(SOUND OF HANGING UP)

(EXASPERATED DIALING...3 NUMBERS)

(PHONE PICKED UP ON 4<sup>th</sup> RING)

Thank for calling Emergency 911. We're conveniently located just behind the .....

© Copyright 2004. Chuck Goldstone. All Rights Reserved