

Who cares!



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**“What is the speed Sir?” Now how would I know that? “Please go to www.speedtest.net sir.” God damn you... when I am telling you that nothing’s opening up, how do you expect speedtest.net, a flash enabled site to open up**

# The forbidden fruit

*I am missing the telemarketers calls and SMSes since September 27. My phone’s SMS Inbox is so clean. But does that deter them?*

What irony! The week the biggest marketer of all times – Steve Jobs – died, India saw a launch of the world’s cheapest Tablet – Aakash. Steve Jobs redefined both product innovation and design. Aakash, although it is neither an innovation nor does it boast of any great design, yet, it will change the way India looks at computing. E-governance as a buzz word has been around for quite a while, but the benefits have not yet percolated down to the grassroots, primarily because there have been largely outdated PCs gathering dust at local Panchayat offices. The world till now has been divided into two – the PONAs and the POAs (Person of No Account vs Person of Account), which roughly means not connected to web vs connected to web. While Idea Cellular propagated the idea of a casteless society a couple of years ago by replacing the surname with the mobile phone number, we now can truly replace our addresses with the email service provider of our choice. That poses even more of a threat to the Indian Postal Services as well. India Post has been looking at providing other services too, besides just distributing letters. It would be in its own interest that the marketing heads at the organisation start competing seriously with the courier services at large.

But back to Aakash, and that’s not all that it can do. Weather reports for farmers will now be just a touch away. Students hitherto deprived of the beautiful world of Google will now be able to appreciate it. It will surely bridge the rural-urban divide. However, we are yet to see if Aakash can be customised to the finish in regional languages. The beauty of a touch enabled tablet is that it is graphical based, and negates the bother of figuring out which key to press. The finger interacts directly with the icon or the picture on screen.

So far, so good. Time for some usual rants. I am convinced that there is one firm that is ubiquitous across automobiles, telecom, steel and

what have you, that makes beautiful products but has pathetic after sales service. The more I use its products, the more I get frustrated and promise myself that I will never buy its products. I kicked out the company’s mobile broadband service because its customer care executives were unresponsive. Upon being told that the speed is slow, and that no web page including the lightest of all - Google.com is opening up before taking a cool five minutes of waiting, the question you get is: “What is the speed Sir?” Now how would I know that? “Please go to www.speedtest.net sir.” God damn you... when I am telling you that nothing’s opening up, how do you expect speedtest.net, a flash enabled site to open up. You feel like slapping the customer care executive – had he/she been in front of you.

To get it disconnected though, I had to bear even more frustration, owing to the barrage of calls I subsequently got from them, to explain every time why I was getting it disconnected and was not willing to reconsider my decision.

Meanwhile, I am missing the telemarketers’ calls and SMSes since September 27. My phone’s SMS Inbox is so clean. But does that deter them? No. Now I get calls from my bankers asking me about some missing information in KYC Forms or confirming if a transaction was made by me, and when I confirm the obvious, I am offered a credit card or an upgrade on the existing one.

Another incident that left me baffled this week was the decision by Lenovo, when one of colleague’s four month old laptop broke down. Instead of a replacement or an upgradation (with an apology) to the notebook, he was quickly offered a full refund of Rs 40,000. Quite like shirking responsibility and losing the customer for ever. My colleague, however, snatched up to the offer. He now plans to spend a little more money and go for the ‘forbidden fruit’. ■

*The views expressed here are of the author alone, and do not necessarily reflect the views of Pitch*