

## When Butthead Has A Bad Call Center Experience

PRINT

May 31, 2007

By Matt Brunk

Everyone appreciates a good web video especially the spoofs on life.

**Genesys** has created three video segments and they have released the first one.

**The video** is about a couple facing marital problems because of bad customer service that the wife is encountering with the call center agent.



After watching the video (wmv format) I gave it some thought. Yes it was entertaining and funny but seriously, there's a point to be made.

From the field perspective- I experience lousy customer service all the time. **I've written about them** before. **Not all call centers are horrible** but most aren't great either. IF they were (mostly great), then why would a leading call center company create such crazy videos?

L-Enterprise has touted "customer experience" as a key metric and having engaged the customer properly it becomes a significant benefit to the enterprise. I'm not saying I'm like Sharon in the video- my wife doesn't do what George does, instead she simply says "well butthead, I'm sorry you had such a bad day." Of course she's right- I have no reason to be miserable at home because some call center agent inflicted pain on me. Yes they do and can dish out pain and yes pain does make people react and act differently after the experience. Not that I'm excusing myself either. When you stop and think about any call center experience gone bad- how does that negative experience affect the customer and those around the customer? Chances are those sensing some suffering on behalf of the "buttheads" will be empathetic and remember the name of the company serving lousy service. So and so made me miserable and treated me this way or that- goes a long way by word of mouth even in the high tech wired world that we live and operate in.

## Comment on this Article

[Click here to comment... \(Show/Hide Form\)](#)

## Other Visitors Comments

There are no comments currently....

Close Window