

### WELCOME NEW ADVERTISERS

- AV Homes
- Azteca Home Services
- Buggy Pest & Weed Control
- Internet Visual Surveillance, LLC
- Jerome Chamber of Commerce
- JML Coating LLC
- KEY Physical Therapy
- O. Joseph Chornenky Law Offices
- Potter's Hand Productions
- Sho & Tel
- SOHO International

### WELCOME BACK ADVERTISERS

- 101 Referral Network Group
- Amera Sun City Pest Control
- American Furniture Galleries
- AMI Diamond & Jewelry
- Anthem RV
- Bearnson & Caldwell
- Big Bronco
- Butte Easy Street
- Carefree Salons
- Carefree Shell (Carefree Food Mart)
- Cartwright's Sonoran Ranch House
- Coeur d'Alene Casino Resort Hotel
- Dairy Queen
- Desert Foothills Library
- Desert Foothills Theater
- Green N Lush RV Park
- J&T Roofing
- Lorenzo's Pizza & Pasta
- Mike Gleason, Attorneys Realty
- Native American Gallery
- Passion Cellars, Inc.
- Pizzafarro's
- Red Velvet Tailoring
- Sanderson Ford
- Silver Spur Saloon & Restaurant
- Sonoran Properties Associates
- Tatum Ranch Dental Care

THANK YOU

FOR PATRONIZING OUR ADVERTISERS AND TELLING THEM YOU SAW THEIR AD IN THE...



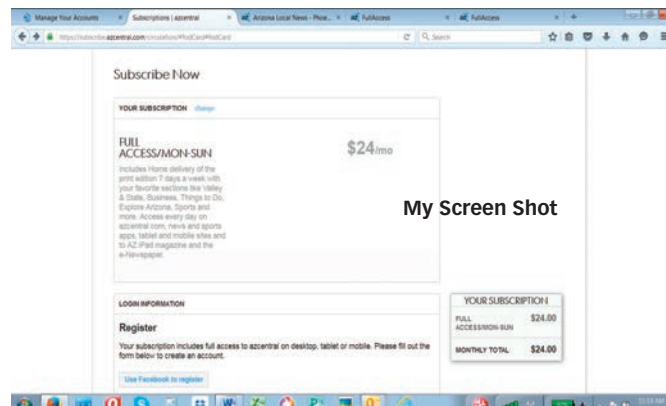
My credit card has been compromised. Swell!

You know the drill. Call those who have me on autopay. Provide new card.

One of those is *The Arizona Republic*. Yup. *CITYSunTimes* is only *one* of the papers I read!

I click on the link I have in my phonebook: <https://subscribe.azcentral.com/circulation>.

There, on the screen is a subscription rate of \$24/month. I am, and have been, paying \$43.43/month. Forever.



WHAT?

I call.

Some woman whose name I cannot pronounce begins by telling me how much they appreciate that I've been a subscriber since 1985 and how much they value my business and my loyalty.

Nice.

Me: "I'm calling for two reasons. First to change my credit card on file as it has been compromised. Second, to adjust the billing rate as your site says \$24 and I am paying \$43.43."

She: "There *is* no \$24 rate."

Me: "Yes there *is*. I am looking right at it on my screen.

Do you want me to send you a screen shot?"

She: "That's the wrong website."

There are TWO? With differing info? Huh?

She: "Go to [www.azcentral.com](http://www.azcentral.com) and click on 'Subscribe Now.'"

I obey.

I'm now on a page indicating \$25.99/mo., plus one month free. She: "But that's only for *new* subscribers, so I can't offer you that."

Me: (Thinking: Guess they don't value me *enough*, eh?) "Then cancel our subscription, please. I don't need the *Republic*."

She: "I'll check and see what I can do for you."

I'm on hold.

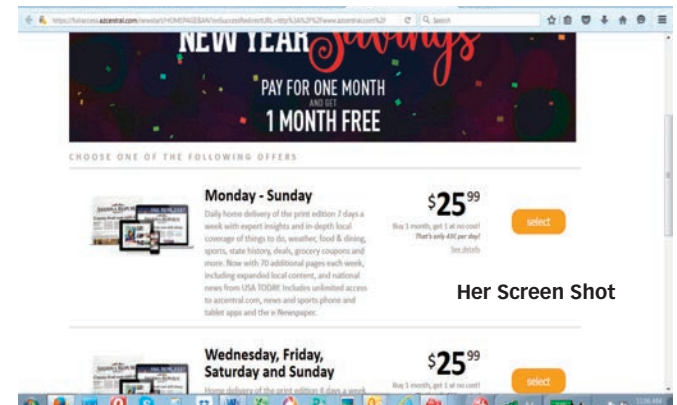
She's back.

She: "We're happy to include *TV Guide* and give it to you for only \$29."

Me: "Why would I want to do that?"

She: "Because you'd get it for less."

Me: "But I don't *want* *TV Guide*. I *want* the amount as advertised on your site. \$24."



I don't give up easily.

She: (Insistently) "There *is* no \$24 rate on our site."

Me: "I am looking right at it. Please understand, I am not angry with *you*. I'm frustrated with the situation. I understand you don't make the rules. I've been a subscriber for 30 years. You just told me how much you appreciate and value my business. You are about to lose that business. I want that rate or I *will* cancel. Please connect me with a supervisor."

On hold.

She: "I spoke to my supervisor. As you're a very long subscriber, we will honor the promotion for \$25.99/mo., and you'll get one month free." (She doesn't call it the "other" promotion as she continues to insist that the one I am referring to THAT I AM LOOKING AT ON THE SCREEN *does not exist*, and thus she cannot provide it.)

Me: (In my head) There is, *too!* I am feeling like a petulant child. Only thing missing is me lying down on the floor, flailing my arms and legs, stomping my feet and having a full out temper tantrum. I will remain calm and professional. Kinda.

I continue to insist on the \$24 rate. It's the principle of the thing.

Me: (Again) "Shall I send you the screen shot?"

She: "No. I don't need it. There is *no such rate*."

Déjà vu all over again.

She wore me down. I fold. I accept the \$25.99 rate.

Me: "Please send me a confirmation of the rate via email."

She: "We don't do that."

This is customer service.

I am *not* leaving this alone. I'm sending this column to the publisher of the *The Arizona Republic*.

P.S. In retrospect, I should have canceled. Then called back in to a different call center person for the \$24 deal. BTW – tried to go back to those sites. Guess they've taken them down, 'cause the message I now get is: "You're seeing this error because you have DEBUG = True in your Django settings file. Change that to False, and Django will display a standard 404 page."

And here I didn't even know I *had* a Django!

Interesting.

*Hope H. Ozer is founder and Publisher Emeritus of CITYSunTimes.*