



My Experience with Creative Customer/Technical Support

Tian <tiangotlost@gmail.com> Wed, Jul 12, 2006 at 11:17 PM

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Dear Sir and Madams,

My name is Tian and I am a Creative Technology customer. Recently I have contacted Creative Customer/Technical Support seeking assistance regarding my MuVo C100 player, I am afraid to say my experience was quite unpleasant.

I have purchased it in November of 2004 just before Christmas season. There were several reasons that persuaded me to purchase a product by Creative Technology instead one of its competitors' (i.e. Apple). Mainly it was because the quality of Creative's products.

Earlier in this June, the display of my MuVo C100 stopped functioning properly. The blue colored background light is still working but the text showing playlist, song title, time, and etc. has disappeared.

After more than two weeks of exchanging emails with Creative's tech support people, the problem still exists. It seems the tech support people can't keep their stories straight, almost as if I was been constantly fed with lies, hoping I would eventually give up and go away.

At first, one tech suggested it was a firmware issue with my MuVo and suggested that I should download and install an update from Creative's website. After that method did not solve the issue, a different Creative tech support person, replied to my email saying since my product has "exceeded its 3 month labor warranty period" and a "non-refundable \$25.00 diagnostics and handling fee would be required", plus any cost of repair over the \$25, I will have to pay as well.

Since I know my product has exceeded its 1-yr warranty period, I agreed to that and submitted all necessary information, hoping to get a RMA, Return Merchandise Authorization.

A few days later, a third tech person emailed me back denying my RMA request based on "the product is EOSL, End of Service Life". He also suggested purchasing a "30-minute Creative Tutor session for \$12.99", where I will be talking to a tech support person on the phone, go through all the procedure of "diagnostics" and eventually conclude the display is not working, which I have already knew at the first place.

According to Creative's Frequent Asked Question page about EOSL:

A product will reach its end of service life at a minimum of 3 years from its initial shipping date. Products are deemed EOSL when we are no longer able to provide hardware or software support. This may be due to a lack of available replacement inventory or parts and also advancements in technology and operating systems.

I find the last tech's reply hypocritical since the same player is still available for sale on Creative's website and no where near the "minimum of 3 years". (MuVo C100 was first launched in September of 2004.)

When I pointed this out to the third tech, he did not reply back, instead it was a fourth tech person and he insisted that I should purchase the \$12.99 Creative Tutor session. Within two weeks, multiple tech support people from Creative have provided me with complete different responses.

Feeling frustrated, I replied back to Creative and this time I have also copied my feedback to "Creative Experience", asking why is it so difficult for me to receive a RMA for my repair? And, if I was to be hassled around, at least the tech support people can do is too keep all their stories straight.

Since then, there has been no more response from Creative's technical support.

With 80% of mp3 player market share is currently controlled by Apple's iPod and multiple companies are making portable mp3 players, one would think Creative would do a better job of keeping its current customers happy, perhaps they would purchase more products by Creative in the future.

Although my experience with Creative technical support could be an isolated incident, it still lingers over my mind. As of right now, my Creative MuVo C100 is still broken.

Please feel free to contact me if you would like discuss this matter further, I can be reached via email at tiangotlost@gmail.com or on my mobile phone at (###) ###-####.

Sincerely,

Tian