

# What They Really Mean...

Of all the modern wonders of technology, electronic phone answering systems are worthy of some sort of award for removing the personal touch in business communications and demonstrating the callous lack of concern businesses management actually has for their customers – in spite of their well publicized statements to the contrary.

## **What you hear when you call:**

*You have reached the XYZ Company. If you have a touch tone phone, you may dial the extension directly or select from the following menu.*

## **What they are really saying:**

Now that you finally managed to get thru to us, we're pleased to run up your long distance charges while you try to figure out how to get to a real person. We finally fired the bimbo we used to have answering the phone because we got tired of cleaning up the chewing gum, It had absolutely nothing to do with her refusal to have sex with the boss. We save two ways, lower janitor bills and this machine will pay for itself in two years – after that we can apply all of the money that would have paid her to the payments for the boss's new sailboat.

All our extension numbers are in a secret code so you can't just guess one of them before you go broke with long distance charges. Meanwhile, you'll have to redial after entering a wrong one. If you are one of the two people in this country who don't have a touch tone phone, we don't even want to talk to you.

*For product information, press 1, for customer service press 2, for our automated hot line press 3, for any other subject press 5, For an operator, stay on the line.*

We do this so you can enjoy an hour of cycling between meaningless messages before you finally figure out you can't get there from here. When you hold for the operator, you may hear one of our crafty little messages about how we care, or the phone will just time out and disconnect. We already fired the bimbo, so there is no live person to listen to. We just don't want to admit it.

*Thank you for calling the XYZ Company.*

If you call enough times you may finally figure out, we don't want to talk with you. Our products are the greatest because we make them. They can't malfunction because they are the greatest, so if you are having a problem it must be your fault. Just go out and buy more of everything we make and things will work out fine. Meanwhile, don't call us, well call you – some time,... maybe, ...well...probably not,...but have a nice day.

PS. We've arranged for kickbacks from the long distance carriers so the longer you are connected, the more extra money we make. If you are a local caller, use our handy 900 number.