

February 24, 2004

XXXXX
Baton Rouge, LA XXXXX

Mr. Kevin Rollins
President and CEO
Dell, Inc.
One Dell Way
Round Rock, TX 78682

Mr. Rollins,

It is with great disappointment that I write you today. I have purchased a number of Dell computers over the last few years and have never had a problem with your company until now.

I placed an online order on your small business site on 2/18/2004, since I like your Latitude line of notebooks, under my e-mail address [HYPERLINK "mailto:gerry@xxxxxxxxxxx.xxx" gerry@xxxxxxxxxxx.xxx](#). Apparently I made an error in my configuration in that I chose both a DVD writer in the Optical Bay while the CD-writer in the D-bay was also a DVD writer. So far, no real problem... other than your web site accepted that (invalid) configuration, but still, no big problem.

I completed the online transaction, and received the confirmation e-mail, which showed: **“Order detail - order placed 2/18/2004 11:46:42 PM”**, still no problem... yet.

The acknowledgement stated that within 2 business days I should receive an order confirmation e-mail. I waited two business days before calling the toll-free number in the acknowledgement e-mail.

I called around 7:00pm on 2/20/2004, and a very helpful customer service rep told me that someone named Jennifer Roman had placed a note in the order at 1:41pm that day, stating that the configuration was invalid due to my choice of D-bay device. (It would seem much more helpful if Ms. Roman would have taken that time to CALL ME. That way the order could have been corrected and on it's way to me with about 3 minutes of work and conversation.)

The customer service rep attempted to correct the order, but was unable to remove the D-bay device (Which would have solved the problem, and would have been acceptable to me). They then generated a new quote for me and e-mailed it, asking me to review the order and call back if the configuration was acceptable.

Upon receipt of the new quote, I noticed that the 15% discount that I had received on the original order from an e-mail coupon was not in the quote, so I called back and got another rep, who spent 40 minutes trying to correct the situation, working past the end of her shift, without comment or complaint. I applaud both of these reps as they both really tried to resolve my issue.

I asked the second rep for the number to Ms. Roman's supervisor, and was told that his name was Ganesh Ayer at extension 49XX7. I called Mr. Ayer around 8:30 Friday evening, just stating that I was somewhat disturbed that one of his employees simply noted that there was a problem with the order, and did not attempt to contact me. I thought that maybe a simple change to procedures would avoid this happening to future customers, and thought he should know.

On Monday 2/23/2004, I expected that either Ms. Roman, or Mr. Ayer would call me (or even e-mail me) to resolve the issue. I received no such call or e-mail.

I called back via the toll free number Monday evening and again attempted to correct the order. This helpful customer service rep tried to resolve the issue, even involving their supervisor. While they could enter a new order, **without the \$726 discount**, they could not correct the original order. I gave the rep Mr. Ayer's name, and they apparently got him on the phone, but he replied that both he and Ms. Roman were gone for the day, and that I should call and leave a message for Ms. Roman. **WHY SHOULD I BE CHASING MY ORDER THROUGH YOUR SYSTEM?**

Needless to say, I imagine that the estimated ship date of 2/27 will now be missed.

I would expect that representatives of your company **SHOULD** be trying to contact me in order to complete this pending order. While I am sure that an order for \$4521 is not very large in the grand scheme of things, but I would expect, and have normally received, better service from Dell.

If this is the "new" way that Dell services customers, I will probably take my business elsewhere.

While I **could** try to call Ms. Roman or Mr. Ayer tomorrow, I must ask why I should need to call you, when I am the one trying to give you business, and two of your employees know what is wrong with the order? They appear to not care.

Please advise me how to proceed, or should I just switch to the PowerBook from Apple?

Thank you for your time.

Gerry Boudreaux
[Deleted Address]