



## From Behind the Service Counter

Happy New Year! Although this column is normally used to offer helpful advice, periodically I like to take a break and recount some odd stories or computer quirks that I call; **Tales from the Dark Tech Side!**

At Bloom MicroTech over the course of a year we see just about everything... like the customers who call in to ask for a price and then proceed to tell us that it's cheaper on-line. Yes, we know it is. We could be cheaper too if we didn't have to inventory all those products and not offer any service or answer any questions. Not only do all those have a cost associated with them, sometimes we can't even buy the product for the price the on-line guys are retailing for. Buying on line can save you some money up front but don't expect to get free advice and service for those products. We are glad to help, but we need to charge even a small fee to keep our lights on.

And then there are the clients who first feel obligated to try to fix their problems by themselves. And while some are quite capable, others make a larger mess of their issue and are disappointed when they find out it costs more to undo the bad fix attempt and get everything back in order. This is particularly frustrating when we've recently completed a repair only to discover that the client had a further issue and instead of calling us, proceeded to reload Windows and wiped out all the work we had just done.

And lastly in the silliness file, there are those who simply Google a company name for technical support and select the first option that comes up. Invariably they are redirected to a third-party group who claim to be an authorized service center. After getting your credit card number it quickly becomes obvious that they are not the real support center and have limited if not totally erroneous information to offer. Ooops. And then the persistent calls for more charges begin. Bigger Ooops.

And then there are the head scratchers that baffle us for days because the fix is too simple. We had a client bring his printer back in four times claiming his computer didn't see the plug and play device and wouldn't load the software properly. Every time it came it worked perfectly fine for us. Finally out of frustration we asked him to demonstrate what he was doing during setup and casually watched him push the USB printer cable into the network cable port. No wonder nothing was working.

We love coming to work every day. We never know what mystery or puzzle awaits us. And we'd love to see your puzzle. We've been in business for over 20 years and if you haven't already, we invite you to drop by and "Discover Real Service".

Happy computing,

Harley Bloom  
Bloom MicroTech