

HOLD

The Suffering Economy
of Customer Service
And the Revolt That's
Long Overdue

Your Personal Action Plan for Demanding Better Service

The 30-Day Customer Service Revolution Challenge

Transform how you interact with customer service in just 30 days. This challenge will help you vote with your wallet, reward good service, and become part of the movement for change.

WEEK 1

Research & Audit

Goal: Assess your current service providers

Day 1-3: Service Quality Audit

- ☐ List your top 5 service providers (bank, phone, internet, etc.)
- ☐ Rate each using the 10-point service quality checklist
- ☐ Document your findings in detail

Day 4-7: Identify the Worst Performer

- ☐ Review your audit results
- ☐ Choose the worst-performing company
- ☐ Research at least 3 alternatives

Week 1 Deliverable: List of companies ranked by service quality

WEEK 2

Strategic Switching

Goal: Vote with your wallet

Day 8-10: Prepare to Switch

- ☐ Research top 3 alternatives thoroughly
- ☐ Call each alternative's customer service
- ☐ Time their response and rate helpfulness

Day 11-14: Make the Switch

- ☐ Cancel worst provider (document why)
- ☐ Sign up with better alternative
- ☐ Send cancellation feedback to executives

Week 2 Deliverable: Completed switch to better service provider

WEEK 3

Experience Premium Service

Goal: Understand what good service costs and delivers

Day 15-17: Premium Service Trial

- ☐ Identify a company known for excellent service
- ☐ Try their premium service tier
- ☐ Document the experience difference

Day 18-21: Compare Experiences

- ☐ List differences between standard and premium
- ☐ Calculate the true cost of good service
- ☐ Determine if premium is worth it for you

Week 3 Deliverable: Comparison report of service levels

WEEK 4

Amplify Your Impact

Goal: Help others make informed choices

Day 22-25: Write Detailed Reviews

- ☐ Write negative review for company you left
- ☐ Write positive review for new provider
- ☐ Include specific service examples

Day 26-28: Share Your Experience

- ☐ Post on social media about your switch
- ☐ Tell friends/family about better alternatives
- ☐ Join online communities discussing service

Day 29-30: Plan Next Steps

- ☐ Choose your next company to evaluate
- ☐ Set monthly service quality review
- ☐ Commit to ongoing advocacy

Week 4 Deliverable: Published reviews and advocacy plan

Success Metrics

Track your progress throughout the 30 days:

Completed Actions

Companies audited: _____ / 5

Successful switch completed: ☐ Yes ☐ No

Reviews written: _____

People influenced: _____

Money redirected to better service: \$_____

Impact Measurement

Time saved per month: _____ hours

Frustration level (1-10): Before: _____ After: _____

Service quality improvement: _____%

Others inspired to switch: _____ people

Long-Term Commitment

Monthly Actions

1. **Review one service provider**
 - Audit their current performance
 - Check for better alternatives
2. **Reward excellence**
 - Leave positive reviews for good service
 - Refer others to quality providers
3. **Document patterns**
 - Keep service interaction log
 - Share insights with community

Annual Actions

1. **Full service audit** - Review all major providers
2. **Calculate impact** - Money and time saved
3. **Expand influence** - Share success stories widely

Your Commitment

Remember: Every switch matters. Every review helps. Every conversation creates change.

By completing this challenge, you're not just improving your own life – you're part of a movement that's forcing companies to treat customers with the respect they deserve.

The revolution begins with you.

From "HOLD: The Suffering Economy of Customer Service" by Amas Tenumah
Join the revolution at WaitingForService.com