



Radio 1 - Revenge on Callcenters.



17 minutes waiting time



22 minutes waiting time



26 minutes waiting time

HELPDESKS, CALLCENTERS KEEP US WAITING TOO LONG

Peeters & Pichal, Radio 1's consumer show, wanted to put a stop to this.

So we confronted callcenters & helpdesks from big companies with their own bad habits. We did to them what they do to us...

WE KEPT THE HELPDESKS AND CALLCENTERS WAITING.

On TV

In the TV commercial we called a helpdesk from a big company and kept them waiting while our actor sang Für Elise as a waiting music.



On radio



In the Radio commercials we called a helpdesks from big companies and kept them waiting while our actor asked the same questions a helpdesk normally asks.

Actor: Would you like to hear my question about my invoice?

Callcenter: - Yeah.

Actor: Clearly say invoice and press the number sign.

Callcenter: - Excuse me? I don't quite follow...

Actor: Would you like to hear my question about my subscription? Clearly say isubscription and press the number sign.

Live radio

As a live radio stunt, we put the intro's aof some famous songs in a loop and kept them running annoyingly long. During those looped intro's a V.O. announced following messages:

AC/DC - Whole lotta Rosie.



The band ac/dc is currently unavailable. We thank you for your understanding

Louis Armstrong - What a wonderful world.



Welcome to "What a wonderful world"
For a male singer, press 1.
For a female singer press 2.
You chose a male singer.
For a Dutch speaking singer: press 1.
For a French speaking singer: press 2.
For an English speaking singer: press 3.
For a German speaking singer: press 4 ...

Results

After two weeks of campaign, Minister of Economics Van Quickenborne and Radio 1 forced big companies to sign a charter to stop their bad habits.

