

California Deluxe Windows

Product: Premium Vinyl Replacement Windows

Client: California Deluxe Windows

Title: *Not That CDW*

Writer: (Gwen)

Length: 120 seconds

Source

Audio

INTRODUCTION FROM ANNOUNCER

Setting: *Confused customer, with a (rookie) customer service person taking care of his call.*

Have you ever talked to customer service and came away so confused that you forgot why you called in the first place? Let's listen to this telephone call from a person looking for CDW., BUT NOT THAT CDW!
(Pleasant professional female voice)

CS REP (Marcie)

CUSTOMER:

This is Marcie, how can I help you?

(man frustrated by automated answering systems)

I am so glad that I'm speaking to a real person...you are real aren't you Miss?

MARCIE:

Quite real, sir. How can I direct your call?

CUSTOMER:

I am looking for CDW.

MARCIE:

(trying to be helpful)

This is CDW. What kind of windows are you looking for?

CUSTOMER:

Windows yes, but I'm also looking for Mac.

MARCIE:

My name is Marcie, sir not Mac and you have called CDW, California's foremost premier window company. We specialize in UPVC vinyl.

CUSTOMER:

Vinyl.... is that like a floppy?

MARCIE:

(she is getting lost)

Our vinyl isn't floppy at all; it is weather resistant from 120 degrees above to 30 degrees below zero.

CUSTOMER:

(he is getting lost)

MARCIE:

UPVC? We use mostly USB.

But UPVC is a superior product, keeps your new windows from discoloration and flaking.

CUSTOMER:

I have a feeling we aren't speaking about computers, are we? I am looking for Computer Discount Warehouse, to upgrade my computers, you know like

California Deluxe Windows

MARCIE:

Apple?

We are not that CDW, but I do like apples.

CUSTOMER:

But I'm in the Grapefruit business.

(things are hopelessly out of hand)

(spx scratching record)

ANNOUNCER (breaks in)

Marcie was right and also very wrong. **We are not that CDW**. We are California Deluxe Windows and our customer service representatives are willing and able to tell you about the best vinyl replacement windows on the market

--- There are hundreds of window manufacturers out there, but only one CDW.

(spx upbeat music plays in the background)

ANNOUNCER (continues)

When you become our customer, you are treated like family...because like with any family, we are in it for the long haul. The difference is, we "choose to" not "have to"

It's all about our unmatched superior quality and steel reinforced, real, "No questions asked Lifetime Guarantee"

ANNOUNCER (concludes)

No, we are not **THAT** CDW, we are **US** CDW; California Deluxe Windows, the discriminating choice in replacement windows doors and more since 19??. Call us today or sign up for your free quote.

You won't be getting a computer operating system, just the best windows that money can buy!

WRITER



*"We're not that CDW" refers to the more widely recognizable acronym of Computer Discount Warehouse, which advertises as the official technology partner of the PGA Tour. "We're not that CDW" will stick in the minds of the radio listener and automatically associate it with **California Deluxe Windows** instead.*