

# Frank N. Johnson

January 8, 2010

Lambert Walsh  
Vice President, Technical Services  
Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704

Dear Mr. Walsh:

I found your name on this Adobe blog:

[http://blogs.adobe.com/keyframes/2009/08/getting\\_adobe\\_support\\_back\\_on.html](http://blogs.adobe.com/keyframes/2009/08/getting_adobe_support_back_on.html)

I don't think your efforts are working yet. Let me describe my experience of the past month for you (this is in many ways a running commentary I typed in as I was on hold at various points during the part of the process which occurred today). Part of the problems I have experienced is due to my misunderstanding of how the software installation process for bundled products should work (but I should also mention that the web page I reference below doesn't mention anything about the process and until today, no Adobe employee to whom I have spoken has understood how the process works either).

One month ago, I purchased Acrobat 9 Pro Extended (my order number was AD002760483). The Adobe website (on the comparison chart for the Acrobat family - <http://www.adobe.com/products/acrobat/matrix.html>) says that the Extended version comes with a copy of Adobe Presenter. But the order acknowledgment email I received from Adobe didn't give a serial number for Adobe Presenter. After going round and round with overseas customer support (a regular representative and his manager) via online chat, I was told they could basically not help me but that they would escalate the case to a higher level (presumably U.S. based support). The customer service representative's manager told me to install the trial version of Adobe Presenter and that I would then be able to "upgrade to a licensed version" when the department to which they escalated the case gave me a serial number for Adobe Presenter.

I didn't hear anything back for a couple of weeks so I entered an online support case. Still no response (except to close the case and tell me it was resolved even though I still didn't have a serial number). I re-opened the case. Then I was told to use the serial number for Acrobat 9 Pro Extended during the installation of Adobe Presenter.

I had already tried that, but I tried it again. The installation routine told me that the serial number was invalid. I updated the case and told the support representative that the Adobe Presenter install said that the serial number was invalid. She told me that I would have to call technical support (and it appears that she escalated the case because her response had both a customer service case # (202867419) and a technical support case # (181373174).

I called today. After waiting on hold for 20 minutes, my call was finally answered by a support representative. Unfortunately, it took him quite awhile to understand what the problem was (even though I clearly explained it and had given him the technical support case # which clearly explains the issue). At first, he seemed confused about which product I was trying to install. After he finally understood, he put me on hold (presumably to talk to his manager), and then came back and told me he had to transfer me to the Adobe Presenter department.

The next person I talked to (in Adobe Presenter technical support) told me that he couldn't solve my problem - only customer service could do that. When I told him that customer service had already told me that only technical support could handle the issue, he first told me that wasn't true and then decided to question me as to whether I had received a promotional email saying that Adobe Presenter would be included with a purchase of Acrobat 9 Pro Extended. Always nice to have one's integrity questioned by technical support people who can't solve your problem.

When I showed him the web page on Adobe's site where it says that Adobe Presenter is included, he acknowledged that I should have received it. Now, after putting me on hold again, he is telling me that Adobe Presenter should have been included in the installation of Acrobat 9 Pro Extended. But the add-in is not present in PowerPoint (and the technical support rep has acknowledged that is the case after I have described what I see in PowerPoint).

Now he is transferring me to a dedicated install team for Adobe Presenter. Before transferring me, he gave me the direct phone number and the options to choose. Funny, though, it was the same phone number and options I used in my first call today - when I reached folks who said they couldn't help me and that they would transfer me to the Adobe Presenter technical support team. Yea - I'm back on hold.

If I wasn't so frustrated right now, it would also be humorous that the technical support team for Adobe Presenter doesn't know that Adobe Presenter is included in another Adobe product. I'm now on hold with the dedicated install team for Adobe Presenter and it appears that they don't know this either (when I told the representative about it, he had to put me on hold - presumably to check to see if what I said was true). I was right - he's back on the line and I have had to show him the page on the public Adobe website where it says that Adobe Presenter is included (just as I had to do with the representative from the technical support team).

I'm back on hold again.

Now the representative is back and wants me to go back to the download link in download manager to see what is included in the software I downloaded. I have gone back and clicked on the link for Acrobat 9 Pro Extended (I checked twice because of what happened next). When I clicked on the link for the download of Acrobat 9 Pro Extended, the download manager tried to download the installation executable for Photoshop CS4 (which I purchased a couple of days ago).

The representative is a bit baffled. I told him that my problem could be solved if someone would just give me a serial number for Adobe Presenter (since I could enter that serial number during the installation routine for the trial version of Adobe Presenter I had earlier downloaded). He agreed that would solve my problem but told me that he would need to transfer me to Adobe's Customer Care department. I agreed but told him that I wanted him to enter in the case notes that I should be given a serial number for Adobe Presenter.

He transferred me. The Customer Care representative came on the line. I gave him the case number that the last support representative had given me (181373174). The Customer Care representative asked me if I was "Catherine Graham." I told him that I was not Catherine Graham, but that I had given him the case number the last representative had given me and that all I needed was a serial number for Adobe Presenter. I'm back on hold again.

Now I've been transferred to an Adobe order department (without being told I was being transferred). I explained my problem **again**, and told the person at the order desk that all I need is a serial number for Adobe Presenter. He said he wasn't aware that Adobe Presenter is included with Acrobat 9 Pro Extended. For the third time today, I've had to show an Adobe employee where to find that statement on the Adobe website. Now the person at the order desk is telling me he can't give me a serial number - that all he can do is send me boxed software. I have begrudgingly accepted that, but he's put me on hold again.

Now the order desk person is back on the line telling me that he cannot, in fact, send me boxed software because Adobe Presenter is only bundled with other products (actually, that seems strange since I can download a trial version of the product independently of any other software). He then tried to tell me (as I have been told repeatedly by customer service and technical support personnel today) that Adobe Presenter should have installed when I installed Acrobat 9 Pro Extended. When I told him that I had already been told that by other Adobe personnel but that Adobe's technical support agreed with me (after I described what I saw in PowerPoint 2007) that Adobe Presenter had, in fact, **not** been installed, he started to try to tell me that he could transfer me to Adobe technical support to have my problem solved.

I have finally given up and told the last representative to whom I spoke that I was going to hang up and send this letter.

I used to have this quote in my email signature - "There is no greater joy than that which is found in solving a customer's problem." It's my observation that very few people at Adobe (at least based on my admittedly small exposure to Adobe employees) have the attitude reflected in that quote. The people I have spoken with over the past month (either over the phone or via online chat) are consistently more interested in following specific procedures and transferring me to other departments than in solving my problem.

Is there anyone that works at Adobe that wants to solve my problem?

Sincerely,

Frank Johnson

Enclosure: Product Comparison Chart for Adobe Acrobat

cc: Tracy Moisan, Adobe Technical Services

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