

Quality Over Quantity

We live in a society that encourages us to consume. We drive big cars, live in large houses, and eat huge meals. We treat our children to all sorts of electronic products that seem, ironically, to get more expensive the smaller they become. And while our kids are going for the mini cell phones and slim ipods, we are rushing out to get large screen televisions.

Many of these devices are really cool. The things we can do with tiny machines never ceases to amaze, and it is indeed this amazement that has us wooed and buying. We are mesmerized by the number of songs we can store or the number of hours we can record, that we don't stop to think how much time 20,000 songs would take to listen to or how much 100 hours of recorded television shows really is. We will never get to listen to all those songs, or watch all that television, but knowing we can is just about enough for us.

All these toys. All this consumption. It has clouded the standards of consumers and tempted us as corporations – temptations we have failed to resist. The consumer appetite for our products has caused us to test the boundaries of our quality and service. We have learned that their hunger for our products has reduced their demands and that we can now engage in a wide variety of consumer unfriendly practices with absolutely no consequence.

First we reduced the extent of our warranties. Then we discovered that consumers will actually pay to have it re-extended. We correctly recognize the power of our products and continue to reduce quality while pushing quantity. The consumers either don't notice or don't care, and so every now and then we push the envelope just a little bit further.

Companies that are masters at marketing – the consumer electronic companies – are leading the way in this new company-centric model. The results, Tudog fears, will be a sudden consumer awakening and the corresponding rebellion. Worse for these companies leading the way in diminishing consumer value, a competitor might spring up that will re-embrace customer service, leaving the current leaders shamed and out of favor.

Tudog is not pro-consumer because we think it is the right thing to do (although we do). We are pro-consumer because we think it is the smart thing to do. Because we think it is good business. Today, lots of great companies are caught up in bad practices. We think the day will come when the customer they sell to will realize the lack of value and the short term gain these companies now enjoy will turn into long term loss – of customer loyalty.