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CBM News: Will Bing, Microsoft's Third Try, Finally Knock Off Google?

By David Sims, David Sims Writing

Good day one and all indiscriminately, welcome to **Radio CBM 98.6**, all **Tom Waits** all the time, the pride of Lizard Lick, North Carolina.

Today's a special day here at the station as we're awarding our first Radio CBM **Customer Service Rep Of The Month**, an award dedicated to recognizing customer service employees who go **above and beyond the call of duty** to add that special something to the lives they touch.

And the first winner is... the **unnamed hero** of the **Verizon Wireless** contact center who **refused police requests** to turn on a customer's cell phone so the man could be located before he **committed suicide**.

According to [The Times-Reporter](#) of **New Philadelphia, Ohio**, police asked the Verizon Wireless operator to turn on the customer's cell phone so the man, described as a **potential suicide victim**, could be located.

Showing the commitment of the **truly dedicated agent**, however, according to the Times-Reporter the Verizon rep told police the man was behind on his bill, and that **police would have to make a payment of \$20** for the signal to be connected.

Sheriff Dale Williams tried to reason with the representative, who was having none of it. As the newspaper reported, deputies discovered the man just as Williams was preparing to **pay \$20 out of his pocket**. "It would have been nice if Verizon would have turned on his phone for **five or 10 minutes**, just long enough to try and find the guy," Williams said.

We here at Radio CBM only hope that Verizon values this employee as much as we do.

Let's play **word association**. I say "**online search engine**," you say... "**Google**," of course. But **Robert Passikoff**, president of **Brand Keys**, thinks there's room for **Bing**, the third charge up the hill by **Microsoft** to muscle into that mind share.

According to the Brand Keys' **Customer Loyalty Engagement Index**, Passikoff says, "Google ranks #1 overall, but when it comes to **Facts vs. Insights**, which has the highest of high expectations," the rankings are as follows:

1. MSN
2. AOL
3. Google / Netscape (tie)
4. Ask
5. Alta Vista
6. Yahoo

In 2005 **Bill Gates** said "The magic moment will come when our search is demonstrably better than Google's." Anybody willing to bet that Google will be dethroned within the next few presidential administrations just ask the folks over at **cuil.com** how their plans for world domination turned out.

In politics, **President Barack Obama** dismissed as "meaningless coincidence" the fact that the **Chrysler** dealerships targeted for closing under his plan, which will increase unemployment by 100,000 jobs, are **owned by Republican donors**, and that dealerships owned by **Democrat friends and donors will stay open**, saying "Democrats won the election so we can do this, if you've got a problem with that, tough beans. By the way, chief, where do you work again?"

Ah, spring time in big sky country. The trout are swimming, the grizzlies are growling and **RightNow's** releasing **RightNow May '09**, with **Cloud Monitor** and **Enterprise Analytics** added to the **CRM** tool.

"Today, companies can't force one-sided conversations with customers; enterprises must listen

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