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Why do just dial services have to take the wrath of the customers? by [Dinesh Kumar](#)

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Just dial does give a lot of information about the various centres of entertainment and trade in the city. You can call up the just dial services in your city and get the required information. They not only provide the phone numbers of hotels, spas, beauty parlours, malls and supermarkets. They can also provide the name and phone numbers of the service personnel of different agents and repair persons.

The main complaint against just dial is that they do not check out the reliability of the people and organisations that have registered with them. The people may not be trust-worthy and the customer will get very poor service or may get cheated by the service providers. The just dial customer care also do not give any proper answers to the customer's queries. The customers feel cheated and let down. This causes the company to lose their footing in the market, especially since there are many similar services that are coming up.

Just dial also offers to work as a portal where companies can post their advertisements. The just dial complaint list has grown a lot by the complaints added by the clients who have paid to have their advertisements put up on this site. Many of the customers have complained that their advertisements were never placed on the website. When they contacted customer care, they were met with evasive answers and an irresponsible attitude. This is a very wrong method of handling the clients.

Another service provided by just dial is providing leads to clients. The clients have to enter into a contract with just dial and they are promised leads. The number of leads can vary according to the contract. But most of the distraught customers who have entered into such contracts with just dial have only negative remarks to make. Most of them complained about not receiving any leads for the first few days. When, after repeated calls to the customer care executives, the leads started to trickle in, most turned out to be false leads. The customer were either not even looking for such services and products or the phone numbers itself were false.

Even the contracts are said to be highly priced and well worded to cheat the clients. Hence the just dial service is not useful for the calling in customers nor the contractual clients. The service does not provide good information to either party. The customers who call up for phone numbers of certain services are given phone numbers that do not exist or the phone numbers will be of places spread all around the city. Sometimes the phone numbers are not for the services that the customer requested for.

If the customer has requested for a Samsung refrigerator service centre then the details of a maruti service centre is not going to be useful to the customer. The people at the phone lines should be well trained to ensure that such mistakes do not happen. They should also be trained to clarify the doubts and problems of the customer.

If the firm is able to solve such difficulties and pay more attention to their dealings with the customers then they would be able to work out their problems and charge ahead on the route to success.

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