



Your Joolca order: why we will always remember this day

1 message

Joolca <orders@joolca.com.au> 7 September 2017 at 11:20
To: Bob Customer <bob.customer@gmail.com>

It was at [exact time of customer order],
the [day] of [month] [year]

You know how you often can remember exactly what you were doing when you found out that something big just happened?

At the moment of the moon landing, for instance, my soon-to-be father was polishing the chrome on his spanking HT Holden, preparing to take it to the drive-in (a big step for mankind that he will never forget).

Well, when the customer service team at Joolca received news of your order, Bart, Harley and Cameron were going through a swatch of tent fabrics. Jack was perfecting his cappuccino-leaf pour and Maciek was experimenting with gas flows. Andrzej was pilfering another lolly (his fifth today) from the client jar at reception.

Everyone stopped mid-motion, mouths agape. We simply stared toward the sky in utter amazement.

Time froze.

The cappuccino leaf overflowed its banks and floated out over the floor.

Then there was spontaneous applause, embraces and confetti from the rooftops as the significance of this momentous moment sunk in: you had ordered [amount + purchase item], [amount + purchase item] and [amount + purchase item]!

Our peaceful little office quickly turned into a hive of activity. Bart, who’s always had a flair for the dramatic, jumped up on the boardroom table, put the phone on speaker and bellowed at Siri, “get me the courier NOW!!!” Someone shouted, “it’s [customer state], [customer postcode]!” as Jack went on a frenzied search for the bubble wrap and sticky tape. Harley seized a packing slip and scribbled down “[customer street address]” (you’ll have to excuse his handwriting) before Maciek had even got to the warehouse door.

Cameron, who’s never been much good at handling intense emotion, reached for his inhaler.

Years from now, these are the things we’ll remember whenever we hear the name [customer surname].

Please accept our heartfelt gratitude for this unforgettable experience! In return, we hope to give you everything that you expect – and more.

At the time of writing, the courier has promised to do her utmost to have the shipment delivered to you within three business days; Bart is untangling Andrzej, who in the general excitement got taped to your [purchase item] box; and Maciek is reminding me to tell you that we’re always available (at least Mon-Fri, 9am-5pm, AEST) on 1300 669 500 and support@joolca.com.au.

Kind regards,
Joolca

PS
You’ll receive tracking information as soon as Cameron can breathe normally again. DS

PPS
Please find formal order confirmation attached with all bells and whistles.
DS

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