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February 24, 2008

Mike Ullman, III
Chief Executive Officer
J.C. Penney, Inc.
6501 Legacy Drive
Plano, TX 54024

Hello Mike --

I enjoyed your keynote speech at the National Retail Federation's Shop.org spring conference last year. The next day I wrote a positive blog post about your talk (<http://tinyurl.com/346989>).

Subsequently, three of your customers posted complaints in the comments on our site.

These appear to be legitimate customer service complaints (rather than fake slams by a competitor seeking to besmirch, but one never knows for sure.) These three customers thought a comment on my firm's blog would somehow reach you, or your customer service team.

At this year's spring Shop.org, Andy Sernovitz gave a keynote during which he suggested the marketing activity with the highest ROI is monitoring the blogs for customer comments, then saying "thanks" to positive remarks and saying "how can I help?" to negative remarks.

I am curious as to what processes J. C. Penny customer service folks are using to discover and resolve customer services issues across the blogosphere. I hope J. C. Penny can reach out to Ms. Kachelein, Ms. Leonard, and Mr. Joris and help them out if you can.

You, or your customer service folks, are cordially invited to post a follow-up comment on our blog suggesting more direct channels to reach J. C. Penny customer service.

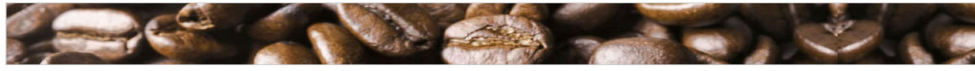
I'd also welcome your thoughts, as the leader of a tremendous retailing brand, as to how blogging is changing the relationship between corporation and customer.

Best wishes --

A handwritten signature in black ink that reads 'Alan' in a cursive, slightly slanted font.

Alan Rimm-Kaufman
President, Rimm-Kaufman Group

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JCPenny's Mike Ullman on Customers And Change

Alan Rimm-Kaufman February 2, 2007 3 comments

Yesterday morning, [Mike Ullman](#) gave the keynote at [Shop.org FirstLook](#) in Orlando. Mike is the Chairman and CEO of [J.C. Penney](#). He described JC Penny's efforts to integrate their stores, web, and catalog efforts, and how they're using their \$1B+ annual media spend.

Ullman on the Penny's customer:

She has too little time, too little money, and two little kids.

(Can you describe your target customer as well in 12 words?)

Ullman on organizational change:

Until the CEO says something 100 times, no one believes it.

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TRACKBACK

<http://www.rimmkaufman.com/rkgblog/2007/02/02/jcpenny-vs-mike-ullman-on-customers-and-change/trackback/>

3 COMMENTS

1. [LuAnn Kachelein](#), February 18, 2007: ([edit](#))

hi-

I frequently put in orders to Penny's. Yet I have been having extreme difficulty with the returns. This time, I ordered a oxford shirt (women's size 14-white) that was defective. I also ordered a women's pair of shoes (size 8 1/2 wide) that was too big and I sent both back. I noted (I highlighted) on the back of the paper that I only wanted an exchange. I wanted a new white shirt (please undefective) and I wanted a smaller size pair of shoes (black size 8 wide). I just got off the phone with "kikki" who said that everything is always credited. I told her that on the back of the paper, that I was very clear of what I wanted done. I'm tired of the foul ups of Penny's.

LuAnn Kachelein

2. [Constance Leonard](#), May 29, 2007: ([edit](#))

I ordered a chest on line from J.C. Penny. Today I receive letter welcoming to J.C. Penny Family Rewards, plus a \$10 rebate voucher. I am automatically enroled in this club for \$9.95 monthly unless I call in to cancel. They have my credit card number!! It states I authorized this by phone WHICH I DID NOT. Watch out senior citizens!!

3. [Victor Joris](#), February 1, 2008: ([edit](#))

Dear Sir ,

On November 11th I opened an account at the J.C.Penney store in the Regal Court Shopping Center on Youree Drive, Shreveport ,LA. On November the 27th I received my bill. Imagine my surprise when I opened it ,I could not read one word .It was all in Spanish,a language I do not speak, read ,write or understand . I spoke to the sales ladies in English, opened my accout in English and received my receipts in English.I do not undersatnd why I would receive a bill printed totally in Spanish. I wrote the store manager and asked if they would accept pesos as

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