

•  
•  
•  
•  
•  
•  
•  
•

\*\*\*\* \* Ave.  
Falls Church, VA 22042  
\*\*\*\*\*@gmail.com

March 14, 2006

Customer Service  
Apple  
1 Infinite Loop  
Cupertino, CA 95014

Dear Customer Service,

I am writing regarding my 512MB iPod Shuffle. It has stopped working. I got the Shuffle about a year ago and I have really enjoyed it. Obviously, I have heard a lot about the iPod products and I have been eager to get my hands on an iPod. Unfortunately, the iPods are generally out of my price range right now.

The Shuffle is a handy little player and I've used it a lot. Since I got the Shuffle I have also started using iTunes, which is a fine program. I've even purchased a few songs from the iTunes store. Overall, my iPod experiences have been great and now I'm trying to figure out what to do.

I think the Shuffle is broken because I dropped it. It will still play audio, but only what is currently stored on it. When I plug it into the USB port on my machine it is not detected and it doesn't appear to be charging the battery. There's really not much visible damage – other than standard scratches and scuffs from a year of use. There's a small ding on the edge on the opposite end from the USB connection. So while I suspect that it stopped working because I dropped the unit, you can't really tell from looking at it that it's broken and there's no obvious external damage.

I have followed the Five Rs as described on the Apple support web site. I reset the shuffle. I retried it on several different USB ports on my main computer and I even tried a couple of USB ports on my computer at work. I tried restarting both computers during these attempts to get the Shuffle working. I haven't been able to reinstall the iPod or restore it using the latest iPod Updater because the computer doesn't detect that the iPod is connected – so the Updater just prompts me to connect the iPod.

So now I'm not sure what to do. I guess I could listen to what I currently have on the iPod until the batteries run out but beyond that I guess I'll be out of the iPod scene. I'm hoping to be able to afford a newer and better iPod in the future but for now it's still out of my price range.

Do you have any other suggestions for getting my iPod to work? Is there an affordable service option – the Shuffle wasn't very expensive to begin with so I'm not sure if it's worth it to try to get it repaired (or even if it can be repaired). I'm not sure I can afford to replace the Shuffle either, even though I see that you've reduced the price. It looks like I have a Shuffle with the model number A1112 and serial number 5D\*\*\*\*\*S9.

Anyway, I appreciate any advice you have to offer. The Shuffle is a great product and from what I've seen the other iPods are great. I really enjoy using iTunes and one of these days I hope to be able to check out the downloadable videos – those look really cool. Keep up the great work!

Also, I should tell you that I'm writing this letter in conjunction with an online experiment. I am posting my letters and any responses I receive in my blog, which is located at [www.bubbashout.com/service](http://www.bubbashout.com/service). The purpose of the experiment is to see what kind of customer service I get as a result of sending letters and emails to companies whose

• • • • •

*March 14, 2006*

*Page 2*

products and services I use. If you prefer that I don't post your response to my blog, just let me know and I'll keep it private.

Sincerely,

Andy Rankin