

“A CAPTIVE MARKET?”

What is a Captive Market?

- It is where the consumer has no choice of service provider.

Examples of classic CM service providers:

- Telecom was (Telstra is not).
- Government Departments.

Negative effect of CM:

- CM service providers have no reason to consider customers or customer service.
- CM service providers are introvert, seeking to provide only what they consider is appropriate, not what the consumer needs wants or is entitled.
- CM service providers bureaucratically negate consumer requests, to maintain their power over those who attempt to make requests and/or set expectations.

Captive Market Classics (CMCs):

- These are actions by CM service providers which defy logic and good management practice in order to maintain their bureaucratic power over people - those they are intended to serve.

Here are just two examples of CMCs:

- The management of the Victoria Police Radio & Electronics Division refused to accept for two years that an incorrect component in their vehicle communication equipment caused this equipment to fail in hot weather. The cost in labour, vehicle wear and fuel in vehicles having to travel from police stations all over Melbourne to a central workshop was astronomical.
- The Department of Human Services, in response to the question that residents of a group home who have no meaningful communications should have their personal clothing identified said, "The department does not consider it appropriate to require all residents to put their names on every item of clothing if they choose not to"!

Since when did those with such limited intellectual ability, to have no meaningful communications ("no intentional communications"), have the ability to make such meaningful judgement, or understand consequences?