

My 1st email to Must Have Ideas:

Hello,

I am writing to you as I recently bought your Open Sesame 6 in-one-tool after reading the item description on your website, to help me do exactly what it advertises. My name is Caroline and I'm a disabled blogger/reviewer.

You advertise:

GUARANTEED to work EVERY time!

This all-in-one quality tool makes opening jars, bottles, lids, packets, bags, seals and tops practically effortless!

A must-have for ALL kitchens to make life easier. Open Sesame makes a really thoughtful gift for anyone with dexterity issues.

Due to my disability, my dexterity is poor but although you advertise this tool is great for people with dexterity issues, I find this does NOT actually work for me on the whole. Opening jars, bottles, lids, packets, bags, seals and tops, are far from being practically effortless! I find that you need a very good grip on the tool to be able to accomplish what you advertise the tool to do. Open bags/packets are impossible if you can't squeeze the tool hard enough. It is also the same when opening bottles/jars, you need to have a firm grip to be able to open them.

You advertise this is great for people with dexterity issues, yet most people with dexterity issues have little to no grip. I was lead to believe (by your advertisement) that this tool would be great for me as I have dexterity issue. Unfortunately, this was not the case. Out of the 6 things this tool is advertised as being able to do for people with dexterity issues, I can only use it for 2 things, opening cans and as a bottle opener.

I have tried using it to open jars/bottles but my grip is not strong enough for the tool to be beneficial to me. I tried to open a milk carton this morning and again, the tool failed me. I could not even open the lid to get to the inner cap. I resorted back to my trusty rubber cone cap to open the milk carton.

I'm therefore curious about the extent to which disabled individuals were involved in the development process. Were there any disabled individuals who provided feedback or guidance on the product's design and functionality? If so, I would be interested in learning more about their contributions and how they helped to shape the final product. As you may know, involving disabled individuals in the design process can be a crucial step in ensuring that products are accessible, user-friendly, and most of all effective.

Would it be prudent of me to suggest wording on your website may be improved?

I look forward to hearing from you.

Kind Regards

MHI 1st Response to me:

Hi Contact@cazbarr.co.uk,

Thank you for getting in touch.

This is a computer-generated, automated message to let you know that we've received your message safely.

Your email is very important to us and we aim to get back to you within 24 hours (but often it's much quicker).

If you need urgent assistance in the meantime, please feel free to call us on 0800 999 66 55. We're available to help between 8am and 8pm, 7 days a week.

Thank you,

The Must Have Ideas Customer Services Team

I responded:

Hello Person's Name,

Thank you for your reply.

I'm failing to understand the relevance of your sales pitch at the start of your response to me. While I appreciate that this may be the case, it feels very much like a standard generated response as your email does not address the specific issue I originally brought to your attention. You have failed to respond to anything I found concerning.

The fact you claim the product is one of your best sellers and has thousands of positive Trustpilot reviews has no bearing on my complaint whatsoever! More insultingly, you did not even use my name (Caroline, supplied in the first paragraph of my email) to address me. You simply used my email address!!

You then go on to ask me for my order details, claiming you need this to assist me further? Why? You simply had to address my issues and concerns regarding the wording for this product. I came to you explaining the wording on your Open Sesame product page was misleading, (maybe even false advertising) as I found this product to not be of the standard or capabilities "Must Have Ideas" claims it does, (especially for those with dexterity issues, the very people you mention in your sales pitch). I simply suggested that the wording could be more informative and explain how a good grip is required for this tool to work.

"Footnote" - A lot of customers are not willing to contact companies if/when they have a complaint, so it may be a simple case others who have found this product to be of disappointing value like myself, may not have bothered to contact you.

However, to answer *your* questions: (I then included the information requested)