

What's A Nice Guru Like You... Doing In A Place Like This?

Written by Bob Snyder
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Apple Genius Bars versus Roving Geeks...As part of its \$300-million marketing campaign to change the way we think about Redmond, Microsoft will deploy its own customer service reps at retailers like Best Buy and Circuit City.

At least 155 "Microsoft gurus" will be released in U.S. stores by year's end. These gurus will answer questions about PCs and Microsoft products, demonstrating how the products work together. The idea is to get customers thinking Microsoft.

The Genius Bar offers tech support on products you've purchased, but Microsoft reps won't go there. We're told Microsoft gurus will not be paid on commission but measured by customer satisfaction. What a bad job to take.

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