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**Sent:** Tuesday, June 23, 2009 1:14 PM (GMT)  
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[REDACTED]@adaptivemarketing.com>  
**Subject:** Fw: Satisfaction Results to Date for Membership Center site  
**Attach:** Open-ended Membership Center Comments on 6-22.xlsx; Suggestion Box for Membership Center.xlsx

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[REDACTED] - Food for thought in advance of the mtg we'll be having on this...

I think the #1 priority addition is to add messaging specifically to address 'how did I get this'. For the immediate term, we could direct visitors to a specific (new) contact us drop down selection to be used to request information/background on how they were enrolled. These requests would be a bit labor intensive as the eCSR team would have to dig, summarize and respond, but I think this is critical.

Second consideration is to revise the biz rule for cancels via this site to default to a refund of most recent monthly charge. In reading the comments, it's clear that these folks are not going to walk away satisfied and many are noting intent to escalate to banks/AG/BBB, etc. In the long run, that's going to be much more costly than the hit to revenue.

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Sent:** Mon Jun 22 10:10:10 2009  
**Subject:** Satisfaction Results to Date for Membership Center site

67% of the respondents were dissatisfied.

The good news is that only 28% of the respondents found it difficult to get their member id.

Please see the attached files of open-ended responses. These include Questions 3 and 5 below.

**1. What was your primary reason for visiting the Membership Center site?**

To find out about the charge on my credit card that I did not recognize.		37	43%
To find out more about my membership benefits.		1	1%
To cancel the program.		38	44%
To obtain my Member ID.		0	0%
Other, please specify <a href="#">View Responses</a>		10	12%
<b>Total</b>		<b>86</b>	<b>100%</b>

**2. Please rate your satisfaction with the Membership Center website.**

Extremely satisfied		2	2%
Satisfied		8	9%
Neither satisfied nor dissatisfied		18	21%
Dissatisfied		6	7%
Extremely dissatisfied		52	60%
<b>Total</b>		<b>86</b>	<b>100%</b>

**3. Why do you say that?**

[View 54 Responses](#)

**4. Please rate the ease of obtaining your Member ID?**

Extremely easy		13	15%
Easy		21	24%
Neither easy or difficult		28	33%
Difficult		5	6%
Extremely difficult		19	22%
<b>Total</b>		<b>86</b>	<b>100%</b>

**5. SUGGESTION BOX** Are there any additional features that you would like to see on MembershipCenter.com? How can we serve you better?

[view 50 Responses](#)



A	B	C	D
1	3. Why do you say that?		
2	# Response		
3	1 This charge as well of others appeared out of no where		
4	2 I cancelled my membership by phone a week and a half ago, and still for some reason I got charged twenty dollars. Don't know how I got it, I don't use it, I don't want it...you've heisted money from me for several months for something that I have no idea what it is and will never use it, so I'm cutting you off,		
5	3 both here and at my bank!		
6	4 I was charged without knowing that I was being charged.		
7	5 I never signed up to be a member. I just seen money being taken out from this website without me ever knowing about it, so i cancelled ASAP.....		
8			
9	6 because you are scammers back dooring people who dont catch it		
10	7 too much money		
11	8 Because I didn't authorize this service or know how my card # was gotten		
12	9 because I do not know why am I being charged on a service that I didnt buy.		
13	10 I never signed up for this program!		
14	I have not agreed to this and dont know who		
15	11 done this, this is illegal I want my money back		
16	12 Hard to nagavate		
17	13 I didn't feel comfortable putting my info in. There should be a phone number to call customer service. Also this is unauthorized by me so it pisses me off pretty bad!!		
18	14 I find that these sign-up tactics are fraudulent. I did not order any service from this company.		
19	15 because I HAVE A CHARGE IN MY DEBIT CARD,		
20	16 because it was completely a scam that I was enrolled in this program without my consent and confirmation. You are completely violating all rights to automatically enroll me in this.		
21			
22	17 didnt know i was member until u took 19.95 out of my account. would like a refund		
23	18 i emailed your company to see if i would be charged, and recieved no reply. dishonest business is no way to operate.		
24	19 do not like fact of charges showing up on my account that I didn't know were going to.		
25	20 I do not know how I was signed up for the program and there was a debit from my account.		
26	21 I did not authorize this program now I have to waste my time disputing the charge. Site offers no refund option. Will be reported to authorities.		
27	22 Did not sign up for membership		
28	23 I was mischarged for the use of this program.		
29	24 because you charged me for some BOGUS service		
30			
31	25 You stole money from my account with no permission I Never signed up for this. I want a refund of my money I have filed charges against your company!! Your a fraud !!!		
32	26 I never joined in the first place & want my money return		
33	27 I did not subscribe to this program and it took several tries to locate the correct site to cancel this membership		
34	28 because i didnt know i would be charged \$29.95 to my account		
35	29 I was charged for this program after I already spent a 10 minute phone call the day after I accidentally enrolled, to cancel this		
36	30 I did not realize i had signed up for this until I was charged and I want a FULL refund. I didn't authorize you to take money from my account. I did a reverse lookup on a cell phone number and paid a one time fee. I did not enroll in your program. I want the \$19.95 returned to		
37	31 my account now.		
38	because my account was charged even though i had cancelled my account directly after signing in. I have never used your services and i was charged \$1.00 in the beginning for my opening		
39	32 inquiry which i understand but then after never receiving anything immediately i canceled my account and some twenty days later Im charged \$30.00. This is misrepresentation and in my		
40	33 I never willingly joined, I want a reimbursment. I have never even heard of you.		
41	34 You're a scam, pure and simple. Charges began appearing on my card without my clear authorization after using Intellius, also a scam.		
42	35 I have no idea why you charged me 19.95. Where did you get my debit card information? I have no recollection of doing business with valmax.		

A	B	C	D
43	36 This appears to be a scam and I was billed \$19.95 (three days ago) and I have no idea how you received my information.		
44	37 I didn't sign up for this, i've been charged \$60 that i didn't know about		
45	38 I NEVER AUTHORIZED A CHARGE ON MY ACCOUNT FOR THIS! I WANT THE CHARGE REMOVED FROM MY ACCOUNT IMMEDIATELY OR I WILL SEEK LEGAL ACTION!		
46	39 You were stealing money from me.		
47	40 This is a scam , didn't even sign up		
48	41 You charged my account without my consent or knowledge.		
49	42 u tried to take my money and cost me an over draft fee u fucks like times arent hard enough im reporting u to the BBB		
50	43 I did not authorize your company at all to charge my credit card I have contacted my bank and others to report this company as a scam.		
51	44 I didn't want the program		
52	45 I NEVER ENROLLED. I would never pay for such a bogus 3rd party tracking of my credit.		
53	46 Navigation of the sight was not easy.		
54	47 Because I never willingly signed up for this and you will refund 19.95, because I never agreed to this.		
55	48 There is not phone number to actually CONTACT the marketing company so that I might find out how and why I have been billed for this program.		
56	49 because I dont even know how the fuck I signed up for this shit and the company is very sneaky and horrible.		
57	I do not know how in the world I accepted		
58	to have this charge on my credit card.		
59	Please do not charge my any more.		
60	I am extremely not pleased by the way this		
61	50 charge was put on my credit card.		
62	The supposed service that i was supposedly signed up for was never made known to me except by sneakily charging my credit card in what can only be a hope that i wouldn't notice. To say I		
63	51 am extremely dissatisfied would be a major understatement. I am disgusted.		
64	52 i cancelled my membership and yet i still got charged		
65	53 I did not order this program....and if I did I was tricked into ordering it when I made a purches		
65	54 THIS IS A HUGE RIP OFF I DID NOT KNOWINGLY AGREE TO THIS CHARGE, AND WHEN I FOUND OUT HOW I GOT THIS CHARGE I WILL CONTACT THE INDIANA ATTORNEY GENERALS OFFICE.		

	A	B	C	D
1	5.	SUGGESTION BOX Are there any additional features that you would like to see on MembershipCenter.com? How can we serve you better?		
2	#	Response		
3	1	this is a test		
4	2	Please refund my membership fee because I did not sign up for this website and it serves as no value to me.		
5	3	Yeah, if a customer speaks to a customer service representative and they tell them that their membership has been cancelled...CANCEL IT!		
6	4	Refund all the money you've stolen from me! Don't ever take money from me again!!!		
7	5	N/A		
8	6	dont subscribe people that dont subscribe. no emails were ever sent, therefore, scam.		
9	7	no		
10	8	Yeah like seeing the coupons before the bill would be nice.		
11	9	stop charging people credit/debit card without them knowing it. It's crucial		
12		yes, you need better security. someone used my id to sign up for this site.		
13	10	serve me better by getting me my money back.		
14	11	stop taking money without permission		
15	12	I didn't know what this charge was or where it came from. I am upset for the charge.		
16	13	PHONE NUMBERS!!!!!!!!!!!!!!!		
17	14	Do not secretly sign people up for your service.		
18	15	quit automatically taking advantage of people and I also want my damn money back!!!!!!		
19	16	more notication prior to u taking money out f my checking account.		
20	17	don't lie about the fee!!!!!!!!!!!!!!!		
21	18	not just take peoples money without acknowledgement		
22	19	Please disenroll me from the program		
23	20	no you all were great! Actually I might use you again soon, however not right now. I had no idea I was enrolling / enrolled. Cannot think of how this happened short of identity theft. Expecting refund to my debit card - will be contacting attorney		
24	21	general if not reversed immediately.		
25	22	nothing		
26	23	I didn't know I'd even signed up for this??		
27	24	i want my 59 dollars back.		
28	25	REFUND MY MONEY !!!!! IM FILING CHAQRGES		
29	26	Do not start billing a person without them knowing it.		
30	27	Return my money & explain how you got into my checking account		
31	28	Don't get your members by other companies.		
32	29	let someone know ahead of time before they'd be charged...		
33	30	Make sure your staff follows up, I was told I would never be charged a dime and it was debited from my account anyway		
34	31	Clearly state how to be refunded		
35	32	no		
36	33	Give the people you steal from their money back.		
37	34	Reimburse me! You can help us all by drowning in a pool of shit. I'm sure I clicked on something which, technically, gave your permission to steal \$19.95 a month from me. But,		
38	35	your business practices stink as evidenced by the complaints against you and Intelius. Shame on you!		
39	36	Who are you? Please respond as I plan to take this matter up with my bank.		
40	37	I'd like my account to be reimbursed the \$19.95 I was charged.		
41				
42	38	How did you get my information and credit card information. How do i get my money back?		

A	B	C	D
43	I dont remember ever signing up for this so you could really not be sneaky about your memberships. I dont appreciate having random charges on my card.		
44	39 Obviously this is your intention if you have it as an option for why people come to the site.		
44	40 I would like to see you arrested for stealing peoples money.		
45	41 maybe u should warn people first next time u want to fuck me kiss me first		
46	42 Easy yes. So easy I never signed up for it.		
47	43 You can stop fucking being deceptive and go out of business you sneaking fucks.		
48	44 Phone numbers		
49	because I did not even know I had it until the bullshit charge was added to me account. You can better serve me by placing the 14.95 you STOLE from me and		
49	45 placing it back into my account.		
50	46 there's nothing good about finding hidden, miscellaneous charges for products or services you neither wanted, selected or used.		
51	I do not see why I could get a receipt for		
52	47 the \$19.95 I was charged.		
53	48 Stop tricking people into your phony service		
54	49 EASY! WHAT A JOKE		
55	50 This is not something I authorized or joined. This is a scam and should not exist.		
56	51 Will the charge be refunded, or do we need to contact our credit card with a complaint		