

CHI

CUSTOMER HOSTILITY INDEX

FIELD GUIDE VOL. 1

*A survival manual
for the modern
customer.*

We measure
the bullshit.
You keep your
money.



BEFORE READING THIS...



You probably noticed it.

You probably bitched about it.

You probably paid anyway.

They probably counted on that.

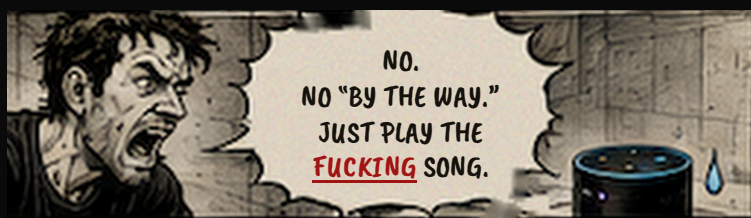
*After this, you're going to
start seeing it everywhere.*

Sorry about that.

**YOUR "ART OF WAR" FOR THE
MODERN SUBSCRIPTION ECONOMY.**

THE **ALEXA** ORIGIN STORY

6 JUNE 2026



WHAT I REALIZED IN THE BATHROOM

THEN I REALIZED SOMETHING.

THIS WASN'T JUST ALEXA.

PRICES WENT UP.

FEATURES DISAPPEARED.

ADS APPEARED WHERE
THERE WEREN'T ADS
BEFORE.

THINGS I BOUGHT BECAME
THINGS I RENTED.

GETTING OUT BECAME HARDER
THAN GETTING IN.

GETTING IN
SO EASY.

GETTING OUT
A NIGHTMARE.

DIFFERENT COMPANIES.
SAME FUCKING MOVES.

**THIS IS NOT
A BUG.**

**THIS IS HOW
IT WORKS.**

And if the moves repeat...
YOU CAN MEASURE THEM.

WHAT IS CHI?

COMPANIES DO THINGS THAT PISS CUSTOMERS OFF.
WE MEASURE THEM.



PRICE INCREASES. ADS. LOST FEATURES. LOCK-IN. DATA COLLECTION. ARTIFICIAL SCARCITY.
AND A WHOLE TAXONOMY OF OTHER BULLSHIT.

WE SCORE THE BEHAVIOR, WEIGH THE EVIDENCE, AND COMPARE WHAT THE COMPANY
EXTRACTS FROM THE CUSTOMER AGAINST WHAT IT DELIVERS BACK.

THAT'S CHI.

An objective framework for evaluating subjective customer experiences.

THE PATTERN



1 PROMISE. THEY TELL YOU THIS WILL MAKE YOUR LIFE BETTER.

2 HOOK. YOU SUBSCRIBE. BUY THE DEVICE. BUILD THE LIBRARY. UPLOAD THE FILES. LEARN THE ECOSYSTEM.

3 EXPAND. IT BECOMES PART OF YOUR ROUTINE.

4 EXTRACT. PRICES RISE. ADS APPEAR. FEATURES MOVE BEHIND PAYWALLS. MORE GETS MONETIZED.

5 CONTROL. LEAVING NOW COSTS YOU SOMETHING: MONEY, TIME, HISTORY, CONVENIENCE, ACCESS—OR ALL FIVE.

6 REPEAT FOREVER. BECAUSE YOU'RE STILL HERE.

Different companies. Different products.
SAME PATTERN.

FIVE OF THE MOST ANNOYING

YOU'LL RECOGNIZE AT LEAST ONE.



These aren't isolated annoyances. **THEY'RE RECURRING PATTERNS.**

CHI IS MORE THAN ANALYSIS.

WE CALL OUT THE BULLSHIT.

Company investigations and articles on the patterns, policies, and decisions that make the customer relationship worse.

WE GIVE YOU THE TOOLS.

Use the CHI Calculator to score the services and companies you use yourself.

WE BUILD THE VOCABULARY.

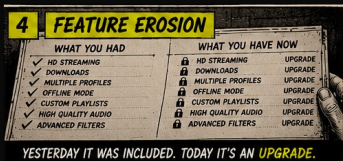
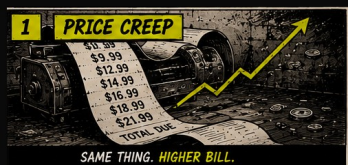
The Lexicon gives names to the behaviors you already recognize but probably never had a term for.

WE SHOW THE RECEIPTS.

Evidence, sourcing, methodology, and company-specific analysis — so the argument isn't just "this pissed me off."

READ IT. SCORE IT. ARGUE WITH IT.

OH, WE'RE JUST GETTING STARTED.



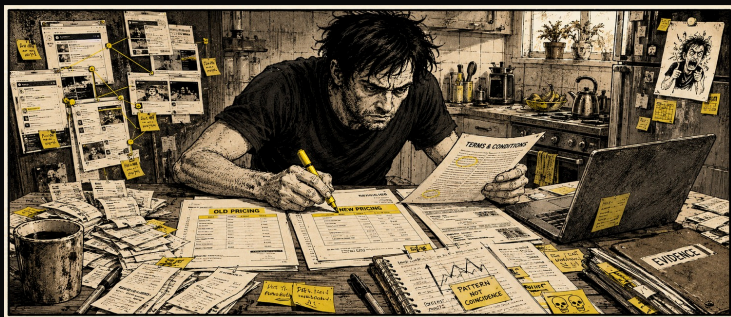
Once you know the names, you start seeing the behavior.
That's the point.

IT GIVES YOU A VOCABULARY FOR IT.

HOW WE CALL THE BULLSHIT

BEING PISSED OFF ISN'T EVIDENCE.

So we look for the move.



WHAT CHANGED?

Price went up. A feature disappeared. Ads arrived. Leaving got harder.

IS IT A PATTERN?

Does the same behavior repeat across time, products, or companies?

WHAT'S THE EVIDENCE?

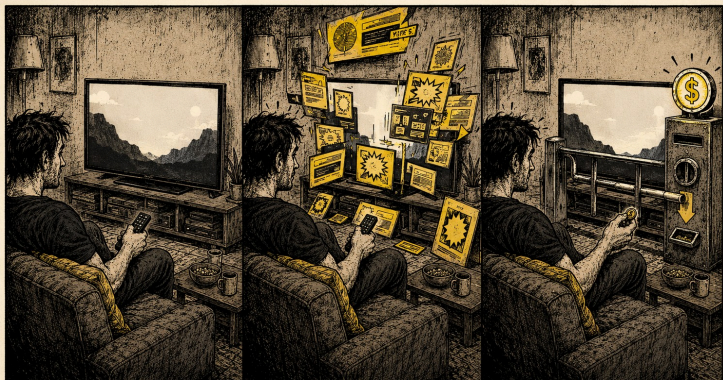
Pricing pages. Terms. Screenshots. Company statements. Customer experience. Changes over time.

WHAT DOES IT DO TO THE CUSTOMER?

More money. Less choice. Less control. More friction. More dependency.

NAME IT. DOCUMENT IT. CALL IT OUT.

HERE'S WHAT THAT LOOKS LIKE *IN THE WILD.*



1

YOU HAD SOMETHING.

Prime Video was part of what you were already paying for.

2

THEY MADE IT WORSE.

Ads were inserted into the existing experience.

3

THEN THEY SOLD YOU THE FIX.

Pay more to remove the degradation.

***YOU TOOK SOMETHING I WAS ALREADY
PAYING FOR, MADE IT WORSE, AND THEN
CHARGED ME TO UNDO WHAT YOU DID.***

THAT'S A CHI MOVE.

WHY IT MATTERS

One price increase is annoying.

One ad is annoying.

One missing feature is annoying.

One cancellation obstacle is annoying.

THAT ISN'T THE REAL PROBLEM.

The problem is what happens when they start accumulating inside the same customer relationship.



One change becomes three.

Three become five.

Five become normal.

And eventually you hear yourself say:

**"IT'S JUST HOW THINGS ARE
NOW."**

**THAT'S THE SENTENCE COMPANIES
SHOULD FUCKING LOVE HEARING.**

WHAT CHI IS / ISN'T

WHAT CHI IS

A MEASUREMENT FRAMEWORK.

Behavior gets identified, categorized, evidenced, and scored.

EVIDENCE-DRIVEN.

The argument has to survive more than "this pissed me off."

INDUSTRY-AGNOSTIC.

Streaming, airlines, luxury, software, dating apps, technology — the behavior matters more than the sector.

CUSTOMER-SIDE.

We measure the relationship from the side that is usually expected to shut up and pay.

OPEN TO CHALLENGE.

Disagree with the score? Fine. Challenge the evidence.

WHAT CHI ISN'T

A REVIEW SITE.

"EXPENSIVE = BAD."

ANTI-BUSINESS.

A SUBSTITUTE FOR EVIDENCE.

INTERESTED IN WHETHER CORPORATE PR LIKES THE SCORE.

WE'RE NOT ASKING YOU TO LIKE YOUR SCORE.

**WE'RE ASKING YOU TO EXPLAIN THE
EVIDENCE.**

SO WHAT CAN YOU DO?

1

NAME IT.

Once you can name the move, it gets harder to dismiss as “just annoying.”

2

MEASURE IT.

Look at the pattern, not just the latest irritation.

3

COMPARE IT.

Is everyone in the industry doing it — or is this company especially aggressive?

4

CALL IT OUT.

Ask the company to explain the change, the evidence, and who actually benefits.

5

VOTE WITH YOUR WALLET.

When there's a realistic alternative, use it.

**YOU DON'T HAVE TO ACCEPT
“THAT'S JUST HOW IT IS NOW.”**

THE CHI TOOLKIT

THE LEXICON

Names for the recurring moves companies use against customers.

Price Creep. Rentalization. Exit Resistance. Artificial Scarcity. Data Creep. And many more.

THE CALCULATOR

Score the products and services you use yourself.

Your experience. Your evidence. Your assessment.

COMPANY INVESTIGATIONS

Deep dives into how specific companies behave across the customer relationship.

Pricing. Features. Lock-in. Advertising. Data. Access. Promises. Value.

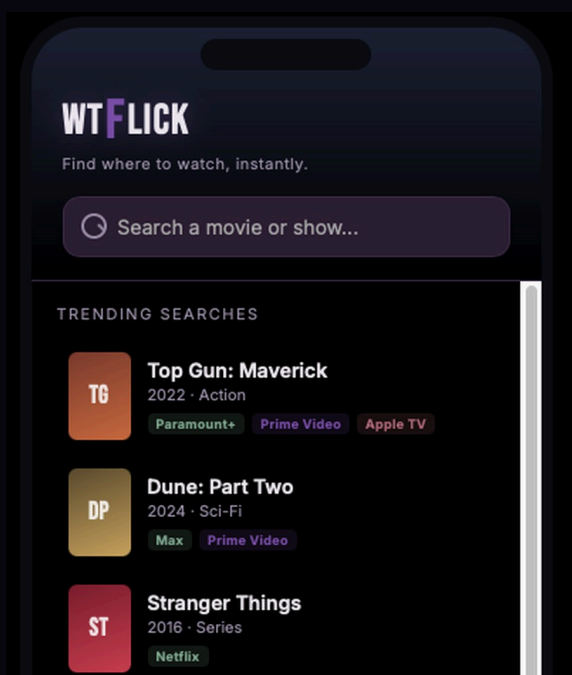
**THE PAMPHLET IS THE FIELD GUIDE.
THE WEBSITE IS WHERE WE KEEP THE RECEIPTS.**

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AND THEN THERE'S WTF.

*Streaming gave us more things to watch than ever.
Then scattered them across a dozen fucking services.*

WTFlick



*SEARCH ONCE.
FIND WHERE IT STREAMS.
WATCH IT.*

Revolutionary stuff, apparently.

AND HERE'S MY FAVORITE PART.

*CHI started because Amazon's Alexa pissed me off.
So naturally...*

**WE'RE MAKING THE FIELD GUIDE FREE ON
AMAZON.**



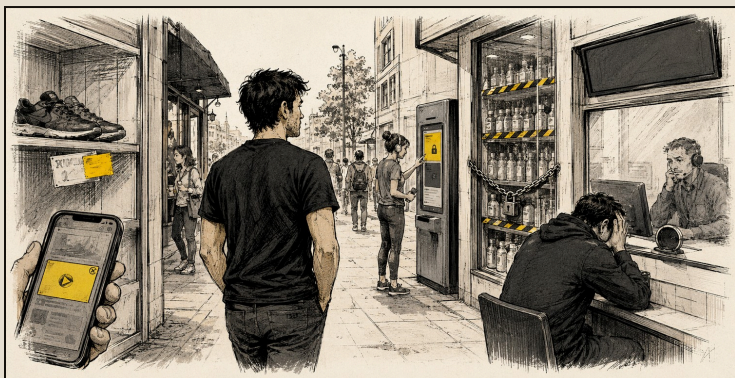
**AMAZON DISTRIBUTES ITS
OWN CRITICISM.**

LET THAT SINK IN.

*The company that helped inspire CHI may also deliver the pamphlet
explaining why CHI exists.*

We couldn't have designed the joke better ourselves.

*NOW YOU KNOW WHAT TO **LOOK FOR.***



PRICE CREEP.

ADVERTISING CREEP.

FEATURE EROSION.

ARTIFICIAL SCARCITY.

EXIT RESISTANCE.

AND DOZENS MORE.

You'll notice them at the grocery store.

In your subscriptions.

On your phone.

In your car.

At the airport.

*And once you start noticing the moves,
they're very hard to unsee.*

***YOU'RE GOING TO START SEEING
THIS SHIT EVERYWHERE.***

Sorry about that.

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YOU TOOK SOMETHING I WAS ALREADY PAYING FOR, MADE IT WORSE, AND THEN CHARGED ME TO UNDO WHAT YOU DID.

FUCK YOU.



THIS IS YOUR FIELD GUIDE TO CORPORATE WITCHCRAFT.

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