GE Mobile Communications

The News

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# What's your customer service quotient?

All of us have customers. For some of us, customers are maintenance crews at utility plants. While for others, customers are fellow GE people who provide support somewhere along the service delivery chain.

But no matter who your customers are, you need to be aware of the quality of service you provide. Here's a scale you can use to measure your own customer service quotient.

**LEVEL 1—The Vending Machine:** There's no customer service here. A customer simply inserts coins and, hopefully, out pops the product.

**LEVEL 2—The Mini Market:** Not much service here either. Customers are on their own to find what they want.

**LEVEL 3—The Finder:** At the customer's request, you locate and exhibit the product for sale. This is minimum service.

**LEVEL 4—The Order Taker:** Customers tell what they want and you fill the order.

**LEVEL 5—The Suggester:** You make some effort to show customers what their options are.

**LEVEL 6—The Advisor:** You solve problems and advise customers who are able to clearly identify their own needs.

**LEVEL 7—The Discoverer:** You help customers identify possible needs that they may not be aware of, and you show how your product or service will help them meet those needs.

**LEVEL 8—The Creator:** You team up with customers to mutually identify approaches that will optimize your contribution toward achieving their long-term goals.

Everyday, you give and receive service that falls somewhere on this scale. When you're the customer, you know what kind of impact truly superior service can make. It really catches your attention.

Think about where the level of service you provide falls on this scale. Let's all shoot for a seven or an eight. It will pay dividends both personally and in the success of our business.

**YOUR OPINION** *What is your attitude toward helping customers?*

**Ben Jones, Product Specialist:** *I believe that every customer's question is important and that they are entitled to the best answer they can get. It doesn't matter how insignificant the question may appear to be—it's important to the customer.*

**Joyce Figg, General Clerk-Product Service:** *When I help customers I like to put myself in their position and ask myself how I would feel if I were out there with a product I bought and needed help with it. I like to give them the best possible service.*

## Customer service in action...

***Ben Jones*** *(left) provides technical assistance or "troubleshooting" for people who are having problems with a product.*

*In the spirit of true customer service, however, Ben "does a little of everything" beyond his specific job responsibilities. He gets questions that range from applications of a particular product to where to find repair shops in the customer's area.*

*If Ben can't answer the questions he'll put the customer in contact with the right person or find the answer himself and call back.*

***Joyce Figg's*** *(right) job is to determine what the customer's needs are and to put him in contact with the right people. Most of her calls are about technical service, parts or repairs. Joyce carefully logs in each call to ensure an appropriate response to the customer's particular need.*

## Ericsson's comprehensive experience with

# DIGITAL MOBILE

*Europe is in the process of developing a multinational communications system called Groupe Special Mobile (GSM) that will integrate networks in 18 participating countries. It will be the first multinational digital network of its kind. According to Ulf Johansson, PhD., Executive Vice President of Ericsson Radio Systems, the GSM is a forerunner of a global mobile communications community with "unrestricted end-user roaming—cellular around the corner and around the world."*

*Currently, the development of the GSM is at the stage where the operators of the system are deciding on system suppliers. Since these selections will have repercussions well into the future, it is imperative that they choose the right supplier—exhibiting comprehensive experience with digital mobile telephony.*

Ericsson is and has been the forerunner in digital mobile communications during the last decade. The digital cellular standards developed both in Europe and in North America are based on technology proposed and tested by Ericsson.

*The portable StarCom radio is extremely easy to use thanks to advanced automatic controls.*

the world's first high-capacity digital cellular system with frequency division multiple access was demonstrated by Ericsson in 1984. Narrowband time division Multiple Access (TDMA) technology was presented during the GSM trials in 1986. The standard selected for GSM is very similar to the Ericsson trial system. In addition, Ericsson was the first supplier to set a GSM hardware validation system as early as 1987.

In 1988, Ericsson demonstrated a 30 KHz TDMA system for the digital cellular standard in the U.S. This technology has now been adopted as the standard.

On top of these digital cellular activities, Ericsson has developed digital mobile products in other areas. Early developments included, for example, nationwide police cipher systems and mobile data taxi systems. Other formidable Ericsson achievements in digital mobile radio procedure include StarCom, Mobitex and Digital Radio Links.

### StarCom Combat Net Radio System

As the name suggests, StarCom is a defense communications system, developed by Ericsson. In all adverse environments the system is fast, secure and dependable. Star Com is digitized and can handle digital speech and data transmissions. It provides automatic frequency hopping, meaning that the transmit frequency changes from one frequency to another and that a small amount of information is transmitted on each frequency.

It provides unique retransmitting capabilities. Due to automatic frequency hopping proficiency, the system is fully functional even in radio jammed situations. Ultimate security is achieved through a built-in encryption system, which controls frequency hopping and protects transmitted communications.

*With a Mobitex terminal in his cab, the driver can communicate directly with the computer network and always has up-to-date information on hand.*

### Mobitex

Ericsson's Mobitex was the world's first public mobile data communication system also incorporating voice communication, when it began commercial service during 1986.

Mobitex interacts with regular PSTN, packet switched data networks, telex networks and allows digitized data traffic communications, enabling fleets of vehicles to send and receive data and text messages easily and fast; to and from a control center or between vehicles; and also with future mobile data applications.

The frame work of a Mobitex network is similar to that of a cellular network. But from the network operator's vantage-point, there are some differences: cellular mobile telephony is optimized for mainly voice communications whereas Mobitex is optimized for mainly data; Mobitex can handle broadcast traffic to all or groups of mobiles whereas cellular mobile telephone networks do not support this feature. The most important difference is the far more efficient use that Mobitex makes of available radio spectra, because of packet switching and transmission technique.

Mobitex is not a competitor for mobile telecommunications systems like the prospective GSM system. On the contrary, it is complementary.

### Digital Radio Links

A most important digital development and one which has received particularly popular acceptance on the market in recent years (over 3,000 sold world-wide), has been Ericsson Digital Radio Relay equipment. Digital radio links are most practical since they are easy-to-use and easy-to-install.

The units are used for wireless transmission of telephone traffic over terrain where laying cable would be costly, time consuming and/or too difficult to do. In Malaysia, for instance, normal telephony is made available to people in remote areas through Coin Collecting Boxes which use digital radio relays.

### The People Who Made a Difference

Ericsson personnel have been a substantial guiding force on the fast track of digital mobile development. These people have reexamined traditional communications and have helped define a new communications environment. The depth of their experience and expertise reveals Ericsson's true competence for GSM.

Here are a few of the many who have made highly noteworthy contributions.

For the better part of a decade, **Sven Olov Ohrvik** PhD., headed Ericsson Radio's research department. He began developing digital cellular back in 1976. His work with channel coding spearheaded current mobile communications capabilities. Today, Dr. Ohrvik is a professor at the Technical University in Lund, Sweden. He is also the Director of Region 8 with IEEE (Institute of Electric and Electronic Engineering).

**Nils Rydbeck** PhD., has also been working extensively with digital mobile systems. His achievements include Ericsson's sophisticated StarCom project and many design advancements with encryption systems. Formally project manager for StarCom in Stockholm, Dr. Rydbeck now heads mobile telephone technological developments at Ericsson in Lund.

**Jan Uddenfeldt** PhD., has had an extensive and distinguished background with Ericsson, digital mobile and GSM. He participated in several European standards committees and forwarded the basic principles associated with the pan-European system's specifications. Also notable is his recent involvement in the standardization debate in the U.S. where Ericsson's TDMA specification was chosen. His work in the field of high-capacity modulated technology has made possible many portable pocket telephone advancements. Presently, Dr. Uddenfeldt is the Director of Research and Development at Ericsson Radio Systems.

**Jan-Erik Stjernvall** PhD., is currently the project manager responsible for GSM base stations. Dr. Stjernvall has a long history with digital mobile research and he too has made significant contributions to GSM standards. Between 1982-87, he worked with Dr. Uddenfeldt to develop digital mobile technology intended for the GSM concept.

*(Adapted from OMNICOM Journal, an Ericsson magazine which focuses on mobile communications networking.)*

# Red Cross Bloodmobile

## Dec. 5, 11 a.m. - 5 p.m.
## Dec. 6, 10 a.m. - 4 p.m.

## MVR Auditorium

*Let the Season of Giving begin with our own Gift of Life that may help someone in a dire emergency.*

*Your Gift may be someone else's reason for Thanksgiving in the same way you, in your own good fortune, have much to be thankful for.*

*Please make the time in your schedule to donate blood on either of these dates.*


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### Motorola plans to reduce workforce by 2500 to meet changing market conditions

Shaumburg, Ill.—Motorola, Inc., a maker of electronic equipment and semiconductor chips and a competitor of several GE businesses besides GEMC, plans to reduce its workforce by about 2500 people as part of its effort to reduce its operating costs.

George Fisher, Motorola president, said this action would bring some of the company's businesses "into balance" with changing market conditions. He said the job reductions would be centered in the semiconductor and communications-equipment segments.

Motorola currently has about 105,000 employees worldwide.

**Bodywise Fitness Challenge**
**"Potluck" Luncheon**
**Monday, Dec. 4, 12 noon**
**MVR Auditorium**

Bring your favorite "healthy" dish
- *Prizes & gifts awarded*
- *Open to all GEMC employees*
- *Contact GE NEWS office, ext. 7710, for more details*

Sponsored by GE Bodywise Fitness Program