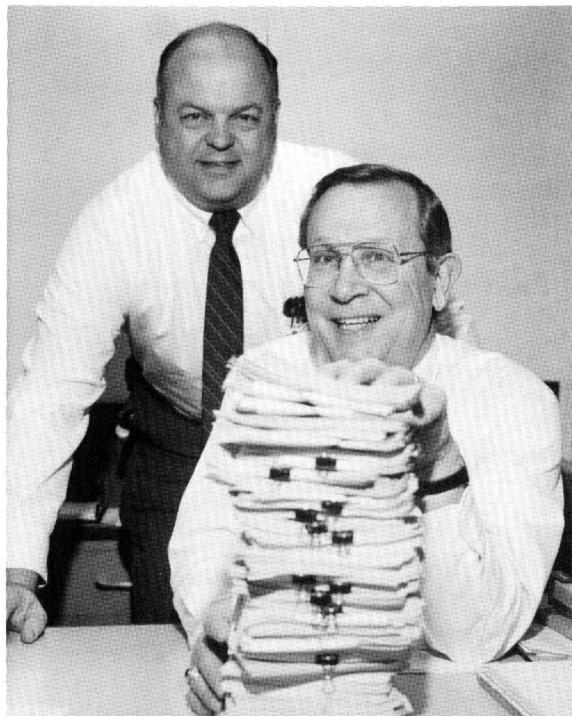




## Technical Response Center scraps "pink slips"



*Pete Lascell (left) and Lew Gallion with the pink slips for one month's call. Their new program eliminated the need for hand-written slips.*

"Only a few weeks ago, it seemed like our lives revolved around endless piles of pink slips," said Lew Gallion, speaking for the six field support specialists in our Technical Response Center. "You see," he continued, "clerks used to record every phone call coming into the Center on a pink slip and hand it to the specialist handling that product."

"With our new system, clerks can log incoming calls directly into our call-tracking computer and the calls appear in the list on the concerned specialist's computer screen in the order received. With minor exceptions, they work their calls in that order — first in, first out. Somehow the job seems a lot more manageable now, and the new

system is certainly much more efficient and accurate."

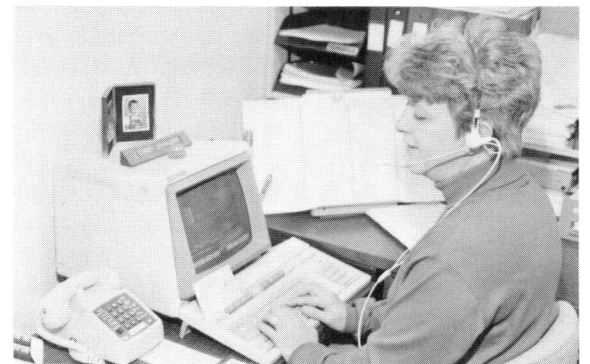
Lew Gallion serves as senior technical leader for the Response Center and the five specialists each handle a particular product line. Jim Gibson and Ellis Martz handle cellular products, Pete Lascell and Eddie Claiborne handle B&I products, and Ben Jones and Lew handle public service products.

"The purpose of our Technical Response Center is to answer questions from the field on technical issues," Lew explained. "Our service shops call about problems with equipment, our service development managers call about problems they're working on, and our customers call with all sorts of general questions — especially in the cellular world where we get calls directly from end users."

"If we can't answer a question, we refer it to someone who can — Engineering, Manufacturing, Quality Control. Even product managers get involved occasionally. After we find the answer, we get back to the caller with the information."

"We also try to keep our service development managers in the field informed on service issues by leaving a message on their electronic mail system or by using Mobile Mail. If it's an issue we need to document for future reference, we issue a Technical Memo. All of us write memos in our product area."

"The number of calls we handle is constantly growing. Just recently we set a new record — 665 incoming calls in one week. That's why we're looking at even more enhancements which will help us process more calls with greater efficiency."



*Cindy Johnson enters a customer's call directly into the computer for follow-up.*



Steve Phillips  
Sales Planner

## Antenna promotion planned

"A recent survey of our service parts customers gave me some ideas," said Steve Phillips, sales planner for After-Market Services. "They told us that they would prefer to buy mobile and portable antennas from EGE if we could be more competitive and provide better documentation of our antenna offerings."

"In response, we're expanding our entire line of mobile and portable antennas and running our antenna price list through the wringer. We're determined to give our customers the best antenna values on the market."

A new antenna section for the EGE Service Parts Catalog will be mailed in April. The revised section will include a detailed description of our antennas, as well as a cross-reference between antenna manufacturer's numbers and EGE part numbers. This will simplify ordering for those who have been ordering by manufacturer's number from other sources.

According to product information specialist Ed Bolen, who is revamping the antenna information, "We are expanding our antenna offerings and responding to our customers needs by offering faster delivery and more competitive prices."

## EGE crystals go international

"We've long been recognized as one of the world's outstanding crystal manufacturers," remarked Mary Lund, manager of our crystal operation, "but until now our crystals have not been available to other manufacturers." Since 1923, GE has manufactured its own crystals and holds numerous patents for the manufacture of extremely stable oscillator crystals, as well as very accurate IF crystal filters.

"The high-spec crystal market is our specialty," Mary continued. "A market study by Gerry Roberts, one of our engineers, shows that we produce the finest crystal filters in the world."

As a result of the increasing use of synthesized transmitters and receivers, however, the number of crystals required to manufacture mobile radios has been steadily decreasing. It is only natural, therefore, that EGE would look for new markets for its crystals.

Early this year, a mailing was made to numerous manufacturers of electronic equipment to see if they were interested in buying crystals from us. Several manufacturers have already expressed their interest, including some Japanese companies.

Shinwa Communications of America, the firm

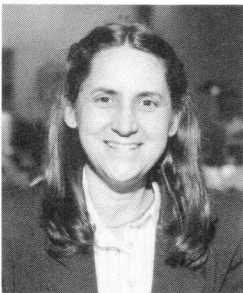
which manufactures our Beacon pager, has begun using EGE crystals for these pagers because of problems with their previous crystal supplier. "EGE is able to match Japanese crystal manufacturers on quality and price," Mary said, "we can beat them hands down on delivery." Shinwa has since begun using the crystals in their own Omnipage and Checkmate pagers.

The crystal operation has an aggressive marketing plan to increase orders. Grayson Electronics of Lynchburg is the latest customer to begin buying EGE crystals.

"We realize that we need more than just our technology to grow our business," Mary emphasized. "That's why we're working as a team to attract customers, improve our quality, reduce costs and provide good customer service. Our people have taken ownership of their area — using their ideas to improve productivity and build a better product. Some of them are even redecorating their areas to make them more attractive. We in the EGE Crystal Operation are looking forward to exploring many new opportunities in the future."



Gladys Martin loads crystals into a carousel for their final plating in the plating machine (background). Sufficient metal is plated on each side of the crystal blanks to bring them up to their operating frequency.



Mary Q. Lund, Manager  
Crystal Operation

## Sales training for MTL portable available

Sales managers will be interested to know that a sales training video is now available for MTL portable radios. This 10-minute training unit is ideally suited for individual training or for use in weekly or monthly sales meetings.

The video describes the MTL's top features, describes the market applications, and presents some suggestions for tough competitive selling.

To order a copy of the MTL video, specify ECR-4259 and use the standard Publications

Order Form. For phone orders, call (804) 528-7649. The video is available at no charge to EGE Dealers.

Sales managers might also want to order MTL Key Features cards (ECR-4270) for distribution to salespeople during MTL training sessions. Additional literature and mailers are listed in the MTL section recently added to your M-PA Fact Book.

## Save money on large service parts orders

Do you sometimes have an unusually large order for service parts — spares for a large system, for instance, or parts to set up a new service shop? If so, Steve Phillips would like the opportunity to work with you.

“On large orders, we can sometimes be even more competitive than our usual EGE Service Shop discounts,” Steve says. “Next time you have a large parts order or need a bare-bones bid for a tough competitive situation, please FAX me the details. Let’s see what we can work out together.”

Steve’s FAX number is: (804) 528-7662

Suggestion: You might want to circle this article and pass it on to your service manager.

## Technical Training schedule

Mel Anderson, manager of technical training, has announced four schools to be held in Lynchburg during the second quarter of 1990:



*Mel Anderson, Manager  
Technical Training*

Dates	Course No.	Course Title
May 21-25	629	M-PD and MPS
June 11-15	628	Delta and Phoenix
June 18-21*	627	Cellular RCU
June 25-29	632	Voice Guard

\*Note change of schedule.

“We will use our waiting list to fill some of the classes,” Mel says. “If you have personnel who need technical training, please call 1-800-528-7711 and enroll them now. Cancellations sometimes occur and these are filled from our waiting list on a first-come, first-served basis.”



## Customer service tip

Do you send cards to customers to thank them for their orders? These little touches of courtesy are excellent ways to forge stronger links with your customers — particularly new ones.

Some businesses also use cards to thank customers for their referrals, to apologize for a service problem, or to remind customers to renew their FCC licenses.

Interested? Here are three sources you can contact for samples and prices:

- Abbott Co., P.O. Box 631, Marblehead, MA 01945. Phone 1-800-325-2231.
- Jilcraft Inc., P.O. Box 6081, Peabody, MA 01961. Phone 1-800-545-2723.
- Thayer Publishing Co., P.O. Box 500, Westville, NJ 08093. Phone 1-800-257-8276.



... to Ron Rosser and his team from Rick Serdyski, our major account manager in Wayne, PA, for their swift handling of two critical orders. One competitor was ready to hand-carry 20 HT600's to help out the Nuclear account, but EGE Order Service's fast delivery saved the day. On the Philadelphia Police order, the mayor said no new police officers could go on duty until they had radios. Order Service came through again, with delivery of 35 MPD's in 24 hours —even though it was during the holiday period.

"I am glad to be here on a winning team," Rick said.

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... to **Jack Carey** from Randy Larson, our service development manager in Seattle, for conducting the MASTR II school for BPA. "Your product knowledge, experience and technical oration were greatly appreciated ... I have received positive feedback from BPA ... and recommendations have resulted in a Purchase Order for 23 new MASTR II stations and accessories. I feel this is a direct result of your cooperative efforts and presence with the customer's technical support people. Again, thank you!"

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... to **Ron Rosser** from region manager Bill Clancy for expediting 40 MPA's to save the Chicago Mercantile Exchange order. "The CME uses hundreds of radios to conduct the trading that takes place every day. The original equipment was MPX and the customer has ... begun an expansion program along with replacing some of the older units. ... This recent order ... came at a time when our competitor convinced them to try six Sabers. ... We knew if we could get our new radios in before the other guys could fix their (battery drain) problem we would be back in control. ... Your taking ownership of our problem got it solved in time."

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... to **Rick Brown** from Bill Muckerman, our major accounts manager in Cincinnati for the training class he conducted for the Ohio Highway Patrol. "They told me to tell you that the entire class was excellent. Everybody that attended said that it was very informative and interesting and that you presented everything very well. Thanks again!!!"

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... to **Ben Jones** from Tony Dalesandro, our major accounts manager in Birmingham, for "assistance with the City of Montgomery on the dual control box and S-700 control heads. This is one of my major customers, and in the past several years they have purchased many thousands worth of GE equipment. I am grateful for

the Tech Services staff, and especially you in your support of field sales and service personnel ..."

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... to **Bill Robertson** and **Ron Rosser** from Michael Sarver, our distribution development manager in Portland, "for your cooperation and flexibility in helping Pacific Electronics on the ... MLS order. Your commitment to the customer is why we converted a 20 year Motorola user. Your efforts are appreciated," Michael also wrote Bill to thank him for his assistance with the Weyerhaeuser order.

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... to **Betty Wheeler** from Trudy Green of REI "for going the extra mile to get a couple of portables shipped overnight ... One of our candidates for governor had his life threatened and these portables were required for security." Johnnie Halbrooks, our distribution development manager in Lubbock also sends Betty a "sincere Texas thanks."

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... to **all the people in Service Parts** from Alvin J. Toups, Jr., the parts manager for Electrocom in New Orleans "for their friendly, courteous and efficient manner of handling my parts orders. It makes the day at the office easier knowing there is a team of professionals ready to give a helping hand with parts identification, bulk packaging, sale items, and troubleshooting back-ordered items. Receiving a parts order two days after you place the order puts Ericsson GE Parts on top of my customer satisfaction list. Keep up the good work."

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... to **Marsha Cuddington** and **Rick Foster** from David J. Karner, national sales manager for major retail accounts at Cellular One, Schaumburg, IL, for their support of a major sales campaign. "Reports I am receiving from the field are exciting. Dean Becker of Becker Beeper tells me he received 185 new orders by the end of the first day." Jack Cassidy, manager of cellular subscriber sales, added, "If not for Marsha and Rick's efforts we would have lost the deal. Many thanks to each."

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