

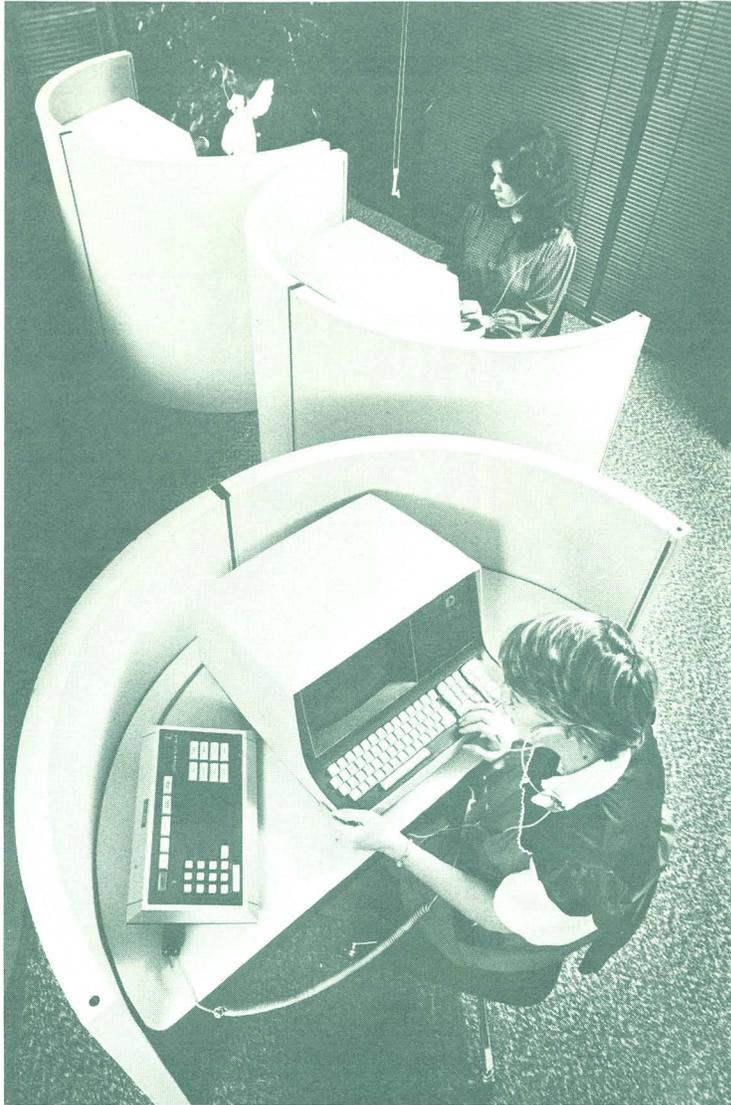
# OUT-THINK™

## The Datapoint Marketing Newsletter

*"Out-thinking our competition to help your customers out-think theirs"*

No. 5

February 15, 1979



## Datapoint Customer Service

### More service faster!

Lafayette, Louisiana isn't a major center of data processing activity. Neither is Fargo, North Dakota. Or Allentown, Pennsylvania. Or any of the other 31 small cities where Datapoint Customer Service opened offices this year. That's a total of 140

service areas from Anchorage to Miami.

In that same year, the Datapoint field service force was increased by 55%, for a total of 625 representatives in the nationwide Customer Service Division field organization.

The Customer Service parts system, which tracks over \$13 million of

spare parts, has been expanded to 273 parts drop points, 21 of which are major parts depots.

Been a while since Datapoint Customer Service was part of your proposals? It shouldn't be, for there's a lot of large caliber ammunition for you here . . . so read on.

### Customer Support Center

Open 24 hours a day seven days a week, the Customer Support Center in San Antonio has expanded its capabilities, too. A new INFOSWITCH™ Automatic Call Distributor handles service calls faster and more efficiently than ever before. The CSC is now staffed by over 35 people, and is available for customer demonstrations that are very impressive in both scope and capabilities.

The Support Center makes use of a Datapoint ARC™ system to keep tabs on the 60,000 serialized units in place at over 12,000 customer sites. No mere database, this system maintains service histories of each system in the field, even scheduling preventive maintenance. A large number of service calls from a single site triggers an automatic message alerting the appropriate district manager. Additionally, the system permits certain customers to examine their own service histories and check for any open service calls.

### New National Accounts Program

In cooperation with Marketing National Accounts, the Customer Service Division is implementing a National Accounts program. This new program supplements the field management organization in providing high-quality service to the

*(continued on page two)*

100 or so customers designated as National Accounts--customers with large, geographically-dispersed networks or with large ARC or INFO-SWITCH configurations--and to other customers as needs arise.

This new National Accounts program is designed to allow Customer Service to pay special attention to the larger, more dispersed accounts that require it. Ranging from the large accounts with systems spread over the nation to the single unit customer with a persistent problem, the National Accounts program makes Datapoint Customer Service even better.

### The People

The Customer Service Representatives are the ones who make Customer Service happen; accordingly, their role has hardly been

neglected. In addition to the dramatic increase in their numbers mentioned earlier, the CSR force has been made even more responsive through the use of telephone pagers, which over 75% of the force carries.

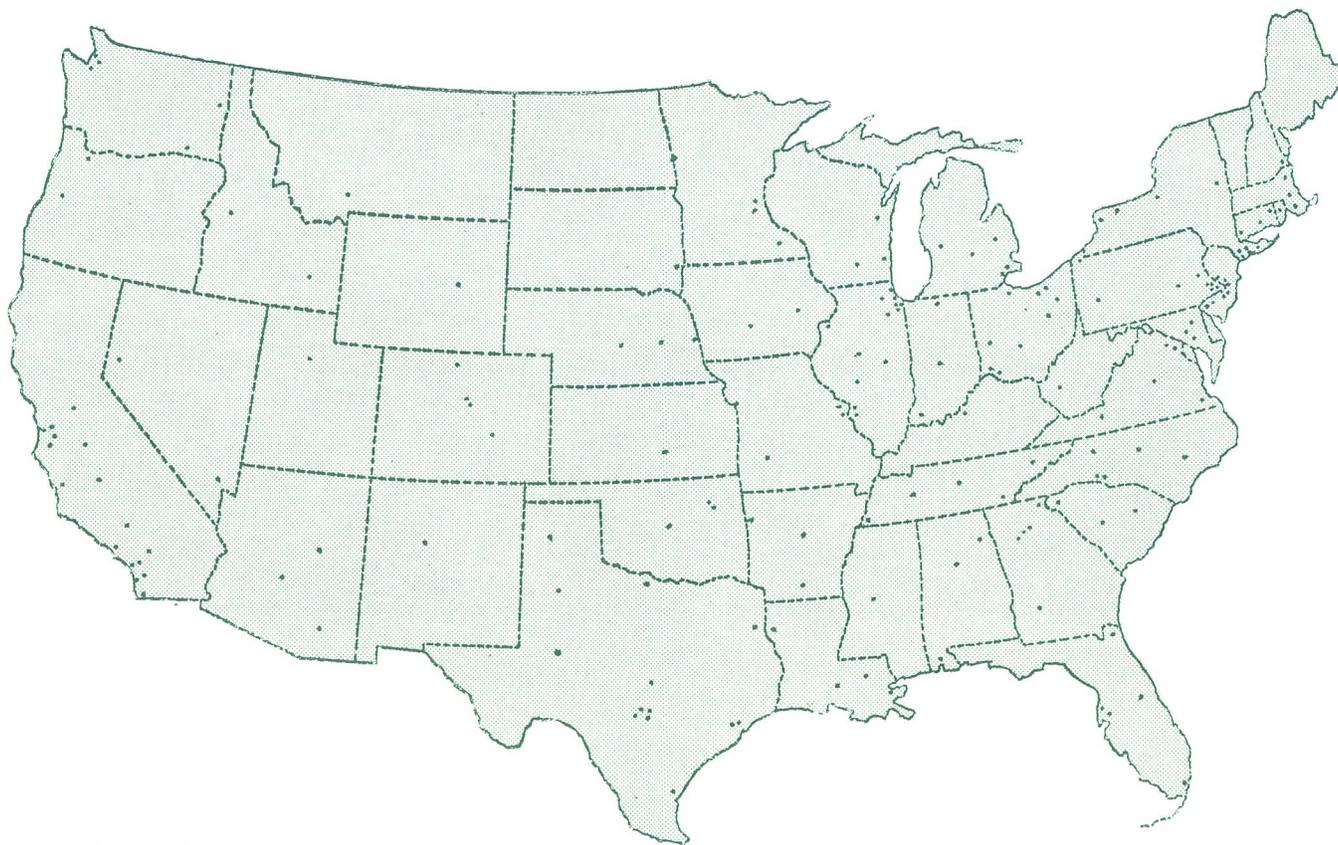
The introduction of specific site assignments, where one CSR is responsible for answering all of a specific site's calls (as well as performing preventive maintenance), permits a CSR to become more familiar with an installation and so service it more effectively. The presence of a familiar face can also do a lot to reassure a customer.

A new customer relations seminar is a standard part of every new CSR's training program and will soon hit the road to instruct all CSR's in developing a good "bedside manner."

### The Future

Customer Service is only going to get better and better. A new on-line parts inventory system, due in March, will track every part in the division to assure that parts get where they are needed quickly. A new structure for the Customer Support Center programs and database, due in June, will permit increased statistical analysis of the division's calls and responses. In this way, Datapoint Customer Service can stock parts and other resources to better meet the needs of each of its customers.

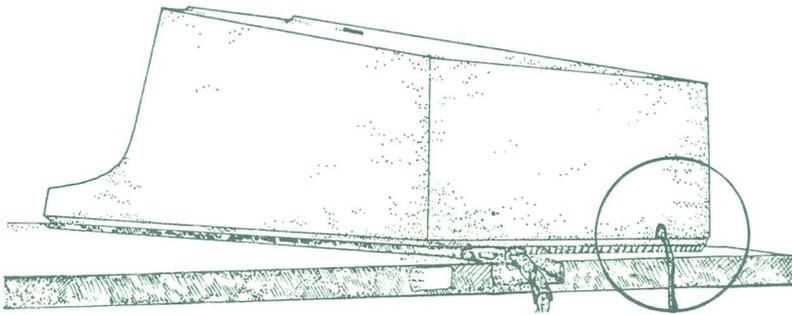
"And our customers are why we're here," notes Vince Balhorn, vice president of Datapoint's Customer Service Division. "Already the leader in dispersed data processing and communications management, Datapoint will soon be known as the leader in customer service."



• Datapoint Customer Service Offices  
(Alaska, Hawaii, Virgin Islands, and Puerto Rico not shown)

# NEW! Internal RIM on 6000 series processors!

Datapoint's 6000 Series Attached Processors now feature internally-mounted Resource Interface Modules. The new processors are identical in appearance to the present machines except for the addition of a female BNC coaxial cable connector on the back panel (see drawing).



*New 6000 series processor  
(rear view showing at-  
tachment to internal RIM).*

The new internal RIM offers several advantages. The bulky external RIM is eliminated, saving space and speeding installation. The total length of the I/O bus cable is reduced, and an additional power outlet is left free for other uses.

The new 6000 Series processors with internal RIMs are being shipped to fill new incoming orders. No changes have been made to the present model codes, so ordering procedures need not be changed.

## Trouble communicating?

Datapoint Product Marketing has a telecommunications group to assist you when you have problems with communications planning. If a problem or question arises that can't be answered on a district or regional level, the telecommunications group may be able to help. With a staff experienced in communications hardware and software, the group can offer remedies or alternatives for that nasty little problem that's holding up a sale.

The group also solicits information from the field on any solutions to unique communications problems,

acting as a clearinghouse in gathering and distributing this information. Competitive information is also available from the group.

In future issues of OUT-THINK, various communications systems and different approaches will be discussed and explained so that you can get a better handle on this very popular subject.

To get help on a communications problem or to share some of your expertise, contact Tom Carlson or Bill Dow of the communications group at (512) 699-7583.

## Be on the lookout!

For Datapoint ads in the February and March issues of these magazines:

### 1500 Ads

February:

Dun's Review  
Modern Office Procedures  
Small Systems World

### 1800 Ads (new!)

February:

Dun's Review  
Modern Office Procedures  
Small Systems World

March:

Computerworld

### ARC Ads

February:

Data Communications  
Data Management  
Datamation  
Financial Executive

March:

Computer Decisions  
Computerworld  
Data Management  
Datamation  
Dun's Review

Also be on the lookout for a very complimentary treatment of the ARC system in the February edition of Modern Office Procedures.

This new Datapoint sales literature is now available from Software Services in San Antonio:

Guide to Operating Datapoint Equipment (eight new parts)

Datapoint 1800 Brochure (revised edition, available 3/1)

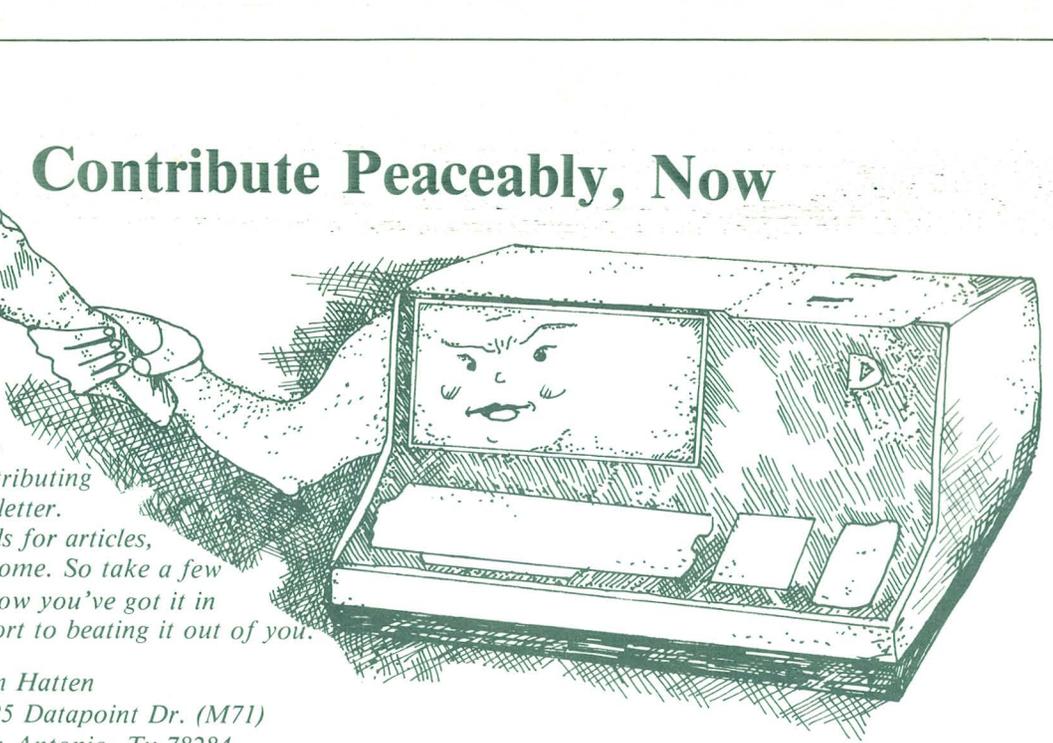
Watch this column every issue for the latest in Datapoint sales literature.

# Contribute Peaceably, Now

Your **OUT-THINK** newsletter is getting really short on contributions. You'll notice that it's "your **OUT-THINK** newsletter" -- designed to make your job easier and to help you sell more.

So help your fellow salespeople, help Datapoint, and help yourself by contributing something to the **OUT-THINK** newsletter. Comments, suggestions, articles, leads for articles, cartoons -- nearly anything -- is welcome. So take a few minutes to send something in (we know you've got it in you); otherwise, we may have to resort to beating it out of you.

Send contributions to: **Ken Hatten**  
9725 Datapoint Dr. (M71)  
San Antonio, Tx 78284



## NEW, Lower maintenance prices!

Maintenance charges on selected Datapoint products have been lowered! Including reductions in the maintenance charges for the 3600 Datastation, the 1500 Dispersed Processor, and the 4520 DATASHARE® system (see the chart below), these new prices make it even more attractive for your prospects to go Datapoint. Your current customers will benefit from these reductions, too, beginning on their contract anniversary.

### Reductions

Model	Previous	1/1/79
3601	\$ 20	\$ 18
3610	20	18
3611	20	18
1532	62	48
1533	62	48
4520	256	207
4523	239	190

In addition, maintenance charges on some product upgrades are being introduced in line with the base product:

### New Listings

1157	\$ 86
1158	102
1159	120
1177	88
1178	105
1179	126
4535	299
4545	430

These changes were made on the January 1, 1979 price schedules and are effective on orders signed on or after January 1, 1979 and on backlog orders shipped after that same date.



**DATAPPOINT CORPORATION**  
The leader in dispersed data processing™