

SUMLOCK COMPTOMETER LIMITED.

DATE 29th October, 1974.

MEMO FROM K.A. Varcoe.

TO Distribution List.

SUBJECT Service for 'R' Series
at Depots.

COPY TO

Please find attached copy of illustrated literature regarding the Rockwell Consumer Range. Reference to the page headed "The Answer in Service" shows a map and various types of Service Centres identified by colour code.

As stated in Information Bulletin No. 6 dated 16th October, 1974, we are offering immediately Depot Service on this range of calculators.

It is for reasons of Marketing strategy that this launch publicised a list of Regional Depots (in blue or underlined on photocopies) which were selected on a basis of geographical appearance on the map.

A second launch at a later date will, therefore, allow republication of all Depots with maximum marketing impact.

The allocation of machines for the 'R' Series of machines, to all Depots, will take place this week in order that we can provide service.


K.A. VARCOE

ENC:

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INTER-DEPARTMENTAL MEMO

FORM 76/1961

DATE 16th October, 74

MEMO FROM K.A. Varcoe.

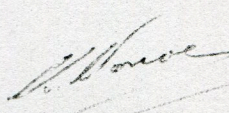
TO Distribution List.

SUBJECT INFORMATION BULLETIN ON
ROCKWELL CONSUMER RANGE.

COPY TO

The information contained in the attached Information Bulletin is Company Confidential and should in no circumstances be revealed to persons other than Company employees.

Would you therefore see that the information contained in the bulletin is conveyed to your staff but that it is not displayed on the Notice Board or revealed to any member of the public until after the 24th October, 1974, the launch date of the new product range.


K.A. VARCOE

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INTER-DEPARTMENTAL MEMO

FORM 76/1961



INFORMATION BULLETIN

Customer Services

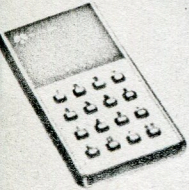


PRE PRODUCT RELEASE INFORMATION

ROCKWELL CONSUMER RANGE

10R, 20R, 30R, 51R, 61R

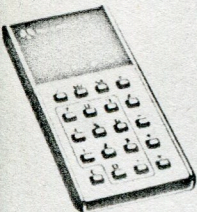
10R, 8-digit Electronic Calculator



Basic Answer features:

- 8 digits • 4 functions • Algebraic logic • Floating decimal • Repeat function • Battery operated
- Battery included • AC jack

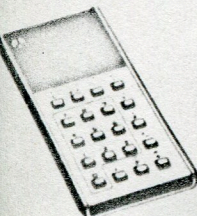
20R, Electronic Calculator with Memory and Percent



All Basic Answer features PLUS

- Full accumulating memory
- Automatic constants • % key
- Automatic mark-on and discount
- Battery operated • Battery included
- AC jack

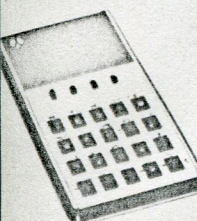
30R, Slide Rule Memory Electronic Calculator



All Basic Answer features PLUS

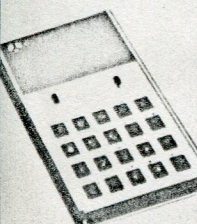
- Full accumulating memory
- Automatic constants • % key
- Automatic mark-on and discount
- Sign change • Register exchange
- Reciprocals • Square • Square roots
- Battery operated • Battery included

51R, Universal Converter Electronic Calculator



- All Basic Answer features PLUS
- full accumulating memories
- Two-place or floating decimal
- Automatic constants • Fraction calculations • 224 fixed conversions plus programmable conversion
- Extra-large display • Rechargeable batteries plus AC charger and case

61R, Advanced Slide Rule Electronic Calculator



- All Basic Answer features PLUS
- Full accumulating memory
- Automatic constants • Register exchange • Sign change • Reciprocals
- Sum of the squares • Square roots
- Log functions • Trig function in degrees of radians • Extra-large display
- Powers • Rechargeable batteries plus AC charger and case

1.0. GENERAL:

This bulletin gives details of the above products prior to their official Sales release. The information given is Company Confidential and must not be communicated to outsiders prior to 24th October, 1974.

These products are the first Rockwell Consumer Designs to be handled and the range should enable SAL to penetrate all available European consumer calculator markets and thus become a major supplier.

The official release date is 24th October, 1974 with national advertising beginning in early November.

However, substantial orders have already been taken from such retailers as Curry's, Boots, Dixons, Selfridges, House of Fraser, etc.

For the first few months we will import the machines from the U.S.A. but active steps are now being taken to ensure that production of this new calculator range will commence at Portsmouth early next year.

2.0. TYPE OF SERVICE:

As part of our efforts to maximise the workload in the field we are taking this opportunity to offer service at Depots. Although this approach is more costly than central servicing, it can still

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pay its way if we can keep the costs down and the standard of service up so that customers will find Local Service much more attractive and be willing to pay for it. We should note that in the guarantee year the Sales Department are our customers since they fund service under guarantee from the sales price.

(It is intended that Local Service will be extended to other volume dealer machines, e.g. 811).

3.0. TERMS OF GUARANTEE:

Our guarantee service obligations will be discharged as follows:-

3.1. Depot Service:

Free service will be provided at Depots with the customer being responsible for bringing the machine in and collecting it.

We are not offering a While-U-Wait service but this may be an important factor in the future. Where it is possible to provide this we should try and do so and test market reaction.

3.2. Direct Engineer Service with Travelling Surcharge:

Where customers wish an engineer to visit this can be arranged if the travelling time is charged at our normal hourly charge rate.

This service will be confined to existing Sumlock customers and charged in the normal way (via the F.72). The reason for this limitation is that existing customers are an acceptable credit risk. We cannot afford the bad debt risk or cost of credit checking for unknown customers for the small sums involved.

3.3. Central Postal Repair:

For competitive reasons we must continue to offer this service. However, we will apply a surcharge for post and packing. The Postal Surcharge will encourage customers to use the Depots and get Local Service off to a good start.

3.4. Thirty Day Replacement:

It is market practice in many sales outlets to permanently replace a customer's machine that fails within thirty days with a new machine.

The old machine is then repaired, refurbished and repackaged for sale.

Machines returned to us under this arrangement will be handled centrally.

4.0. CONTROL OF GUARANTEE:

As a supplier we are obliged to make good any defect that appears in our products within a reasonable time. Customers are obliged to provide us with proof of the date and place of purchase.

The present system is to include a guarantee card with the machine which should be completed by the vendor and returned to us by the customer shortly after purchase. This system is unwieldy and unsuitable for Local Servicing.

This system will be progressively changed as follows:-

4.1. Interim System:

A sticker will be attached to the card which:-

- (a) Instructs the customer to keep the card and present it with the machine when claiming under guarantee.
- (b) Lists the towns in which Local Service is available.
- (c) Details our guarantee arrangements (Depot Service, Direct Engineer Surcharge, Postal Surcharge, etc.).

4.2. Final System:

Our aim is to make the machine the guarantee card by either:-

(a) A Guarantee Plate:

That is part of the serial plate. This plate will be stamped and dated by the vendor.

(b) A Guarantee Label:

The plate may be unacceptable to vendors who don't want to unbox machines.

An alternative is to provide a label in the flap of the package that is completed by the vendor. The customer can then affix this to the machine or wallet flap.

Please Note:

Guarantee service will only be provided if the customer can provide proof of purchase date by a card, plate or label completed by the Dealer or an invoice, receipt, etc., relating to the machine by serial number.

5.0. CONSUMER SALES:

The Company are creating a specialist sales organisation to sell this category of product to Dealers and Retailers. An Organisation Chart is attached.

Sales will help to get Local Servicing off to a good start by:

giving plenty of publicity to this new approach.

launching the products on the basis that we will provide such excellent service that we will not offer vendors the facility to do their own servicing.

(The latter is a major concession to us by the Sales Department)

The major outlets will not usually take products that are also being sold by a manufacturers own Direct Sales Force. This is why a separate sales force has to be set up and the reason for a move towards having two separate product ranges - one for our Direct Sales Force and one exclusively for Dealers and Retailers.

This new range is "Dealer Exclusive" and cannot be sold by any employee of Sumlock Anita. Whenever we receive an enquiry for these machines we should inform the prospect of all the local outlets and let him approach them. Beware of passing leads to any one outlet - the others will soon find out and accuse us of favouritism.

By local arrangements, Consumer Sales will keep Depots informed of the outlets in their area.

6.0. ADMINISTRATION AND INCOME CONTROL:

Even if Local Service is extended to such machines as the 811, nearly all our work in 1975 will be under guarantee with a very small invoicing volume. The Calculating Bureaux have an existing system that can easily handle the low volumes.

Depots at locations without Sales Offices will be able to draw general administration support from Calculating Bureaux. This can be extended to cover the administration of Local Service which can only work if there is someone on site to receive and hand over machines to customers.

In general, it makes sense to use Calculating Bureaux as the customer contact point in Depots for booking machines in and out and subsequently raising invoices, etc. Since the total service load will be spread across all Depots this will not be onerous for the Bureaux and special arrangements can be made at very large Depots if it does.

This approach should free Depots of admin and obviate the need to have somebody in the Depots all the time.

Special local arrangements will have to be made for Depots without bureaux.

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Details of machine control, invoicing, credit control, etc., will be given in a Procedural Note to be issued shortly.

7.0. TRAINING:

These machines require no formal training. The T.S.C. will be issuing Technical Notes.

8.0. SPARES:

In order to cover the initial low volume service requirement, each Depot will be allocated one of each machine type. This will be followed by components.

These Initial Allocations will be adjusted in the light of experience.

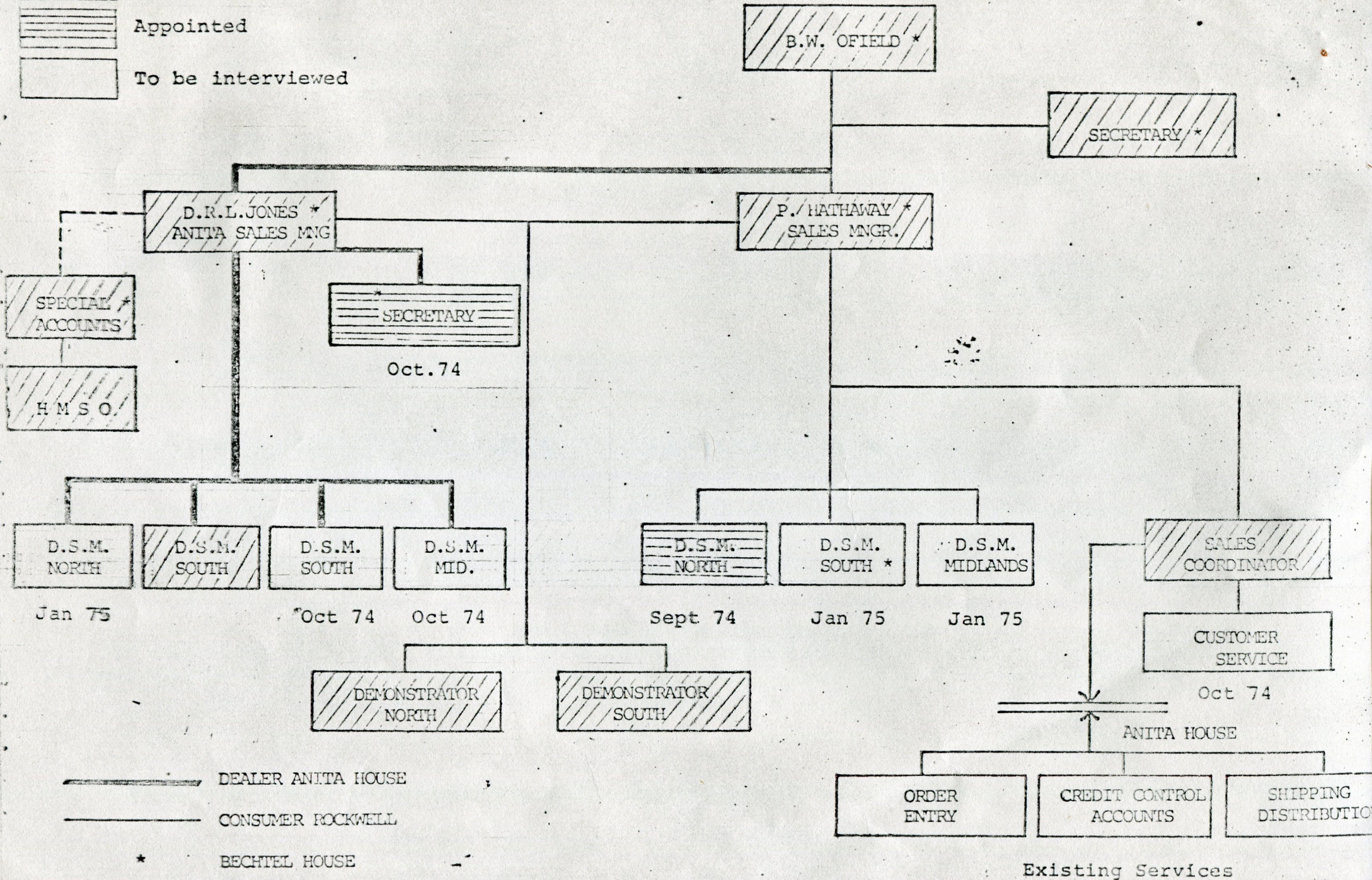
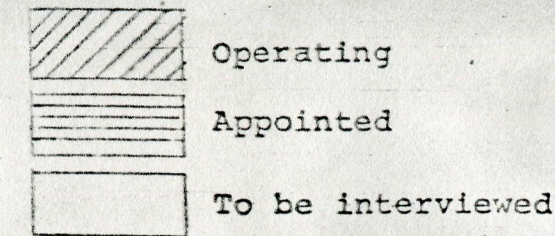
Panel repairs will be carried out in Depots.

9.0. MANUFACTURER'S SUGGESTED RETAIL PRICE:

10R - £16.95	20R - £29.95	30R - £35.95
51R - £55.95	61R - £64.95	

RAN/hr
16th October, 1974

U.K. CONSUMER PRODUCTS DIVISION ORGANISATION PLAN



Existing Services