



351-0311

Burroughs Corporation



P. O. BOX 330-A
BURROUGHS PLACE • DETROIT, MICHIGAN 48232
INTERNATIONAL GROUP

March 31, 1979

Gentlemen,

It is my pleasure to welcome you to the 1979 Worldwide Field Engineering Meeting.

The meeting will have emphasis on how to obtain Customer Satisfaction, starting with a review of an industry measurement of the customer's opinion. The objective of the meeting is for everyone to participate in the discussions and for all of us to learn and benefit from them.

The arrangement at the Huntington Sheraton Hotel is for a block booking of rooms and facilities which will approximate \$46 inclusive of tax and gratuities. This includes room, lunch, coffee breaks and cocktails Monday thru Friday. The cost of the Gala dinner will be \$13.25.

Normal Hotel facilities of daily laundry service and dry cleaning are available.

The meeting will be held in the Wentworth Room commencing at 8:00 am each day. Lunch will be buffet style and will be on the Crystal Terrance. This type of lunch has been arranged to ensure a speedy service and to suit most tastes. Every evening there will be a cocktail hour commencing at 6:45 pm in the Mirror Room. A diagram of the Hotel layout is attached.

A Gala Dinner has been planned for Sunday evening April 1 preceded by cocktails at 7:00 pm in the Mirror Room. Dress is semi formal and for ease of introduction we request that you wear the lapel name badge enclosed.

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For the Sunday meetings of the Europe Africa Division the room will be "San Gabriel", for the Canada Pacific Division the room is the "Garden Room". These will be available from 9:00am onward.

For the Latin American Area meeting on Saturday April 7 the "San Gabriel" room will be available.

Attached is a copy of the Agenda, I would again encourage your full participation and look forward to a mutually rewarding meeting. There is a possibility the meeting could extend to Saturday morning so please schedule your travel plans accordingly.

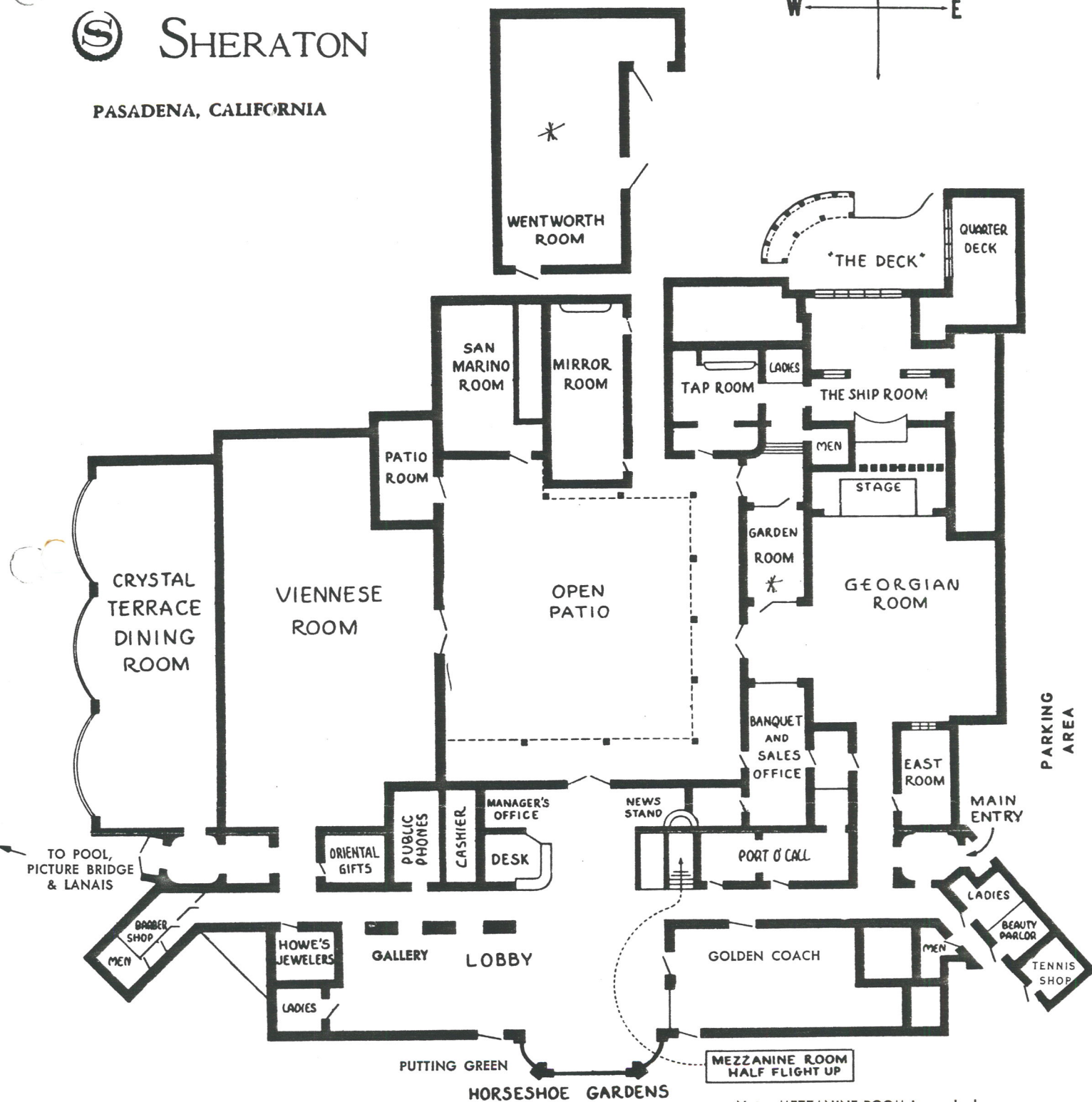
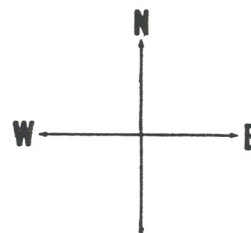
A handwritten signature in cursive script, reading "C B Turner".

C. B. Turner
General Manager
Field Engineering
International Group

CBT/HWD/blk

HUNTINGTON- SHERATON

PASADENA, CALIFORNIA



Note: MEZZANINE ROOM is reached by stairway directly east of main elevator.

CONFERENCE PARLORS

San Gabriel
Alhambra
Sierra Madre
Take elevator to 2nd floor. Rooms are directly across the hall.

INTERNATIONAL FIELD ENGINEERING
WORLDWIDE SPRING MEETING
April 2-6, 1979
AGENDA

MONDAY, April 2

Introduction & Welcome	C. B. Turner
International Group Financial Review	C. B. Turner
<u>First Quarter Results - 1979 Outlooks</u> <u>Division/Area Reviews</u>	
Europe Africa Division	D. B. Dengate
Coffee 10-30	
Latin America Area	A. Flaquer
Lunch 12-1	
Pacific & Canada Division	K. Koyama
Financial Summary	C. B. Turner
Coffee 10-30	
Capital Tools & Test Equipment	J. C. Irvine
- Review of Tools	
- Review of Procedures	
- Review of Budget	
Universal I.O.	T. J. Allison

TUESDAY, April 3

What is Competitive Customer Service?

C. B. Turner

Customer Satisfaction Survey

K. Koyama

Coffee

Task Force Report

F. G. Rogers

The Installation - Where Satisfaction Begins

Preinstallation Media Selling
- The Professional Approach

K. F. Spisak

Lunch

"Poor Installations are the Result Of-?
The Results of Poor Installations Are-?"

P. J. Elcome
N.P.S.G.

How to Install Products Professionally

French Mgmt.

Coffee

Installation Points - Actual vs Specified

J. Van der Leij
Netherlands

What is a Point?

F. G. Rogers

WEDNESDAY, April 4

Pricing Customer Service Trends = Requirement for Dramatic Efficiency Improvement	J. C. Irvine
Managing: Utilizing BARS & STARS	H. W. Dixon
BARS - Canada	R. Haskell Canada
BARS - Training Package	H. W. Dixon
Coffee	
STARS - Results So Far	R. Haskell Canada
STARS - Improving Product Performance	R. W. Mitchell
Lunch	
Subsidiary F.E. Product Manager's Involvement in Customer Satisfaction	J. C. Irvine/ D. Evans, U.K.
Coffee	
Forecasting Customer Satisfaction	K. Koyama
Customer Relations	L. C. Jessup Brazil
Improving Response Time	S. Judy Puerto Rico
Improving Response Time	J. H. Peggram U.K.

THURSDAY, April 5

Eliminating the Repeat Attention

J. R. Cameron
New Zealand

Product Maintenance Philosophies

- A. The Documented Philosophy
- B. The Branch Actual Philosophy
- C. How we would like to do it

Division
Presentations

Pacific & Canada Division

Coffee

Europe & Africa Division

Central Repair vs Site Component Replacement

D. L. Harding

Open Discussion

Lunch

"Logistics" Support

- Parts Taxi

- Modular Support Van

R. Haskell
Canada
J. H. Peggram
U.K.

Managing a Site to Achieve a Satisfied Customer
"We Serve"

J. Milford
Australia

Coffee

Effective Utilization of the "401"

J. H. Peggram
U.K.

Supplies - 1978 Results

K. Spisak

Supplies Vendor Presentations

1. BU4000/6000

2. BU5000

K. Spisak
D. Partridge, Pres.
Data Devices
P. Davis, Pres.
I.C.P.

FRIDAY, April 6

Remote Diagnosis
- RADAR

J. C. Irvine
& T.I.O.

Coffee

Corporate Marketing Technical Support

G. R. Johnson
Vice President

Presidents Honor Roll

L. C. Jessup
Brazil

Lunch

Presidents Honor Roll

J. Van der Leij
Netherlands

Presidents Honor Roll

J. Yamakawa
Japan

Utilization of the New Product Support Program

J. C. Irvine/
D. B. Dengate

Coffee

N.P.S.P. Continued

Training Development

F. Armaingaud

Positive Approach to Customer Service

J. Van der Leij
Netherlands

Summary

C. B. Turner

What We Must do to Provide Good Customer Service