NEWS-SHARE



Information Services

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Australian GE Opens Melbourne Office



By means of a telephone call, Sir Henry Bolte, Premier and Treasurer of Victoria, formally inaugurated Victoria's first commercial Computer Time-Sharing Service.

Also taking part in the inauguration ceremonies were Mac McCleary, Marketing

Manager, International Information Services Department, Mr. Alfred E. Byrne, Managing Director of Australian General Electric, Mr. Barry W. Eames, General Manager of Information Services Department of Australian General Electric, and Mr. A. S. Redwin, Sales Manager, of that department.

More than 500 guests were present at the Southern Cross Hotel in Sidney to see Sir Henry Bolte make the historic phone call to set the computer into operation.

The General Electric International Time-Sharing Network covering United States, Canada, Great Britain, the Continent of Europe and Scandinavia as well as Australia with the total compatibility of the services throughout these continents, has for the first time, allowed organizations to easily implement standardization of financial and marketing reporting and engineering design and specifications.

April 1969 Sales and CAS Classes Graduate

All of us agree that we are prime movers in an age of change. The use of our time-Sharing Service militates toward more and better organization of data, so that more effective business and scientific decisions result.

Training, too, is changing. We are continuing to monitor the content of our classes in order to meet the needs of the Sales Representative and Customer Application Specialist in a dynamic market.

One response we are making to these inputs is the addition of applications seminars for specific markets.

APRIL SALES CLASS

FRONT ROW:

Don Voltmer, Denver; Mike Emmi, Detroit; Jim Kaufman, Cincinnati; John Byers, Memphis (Class Genius); Wil Stuart, Montreal; Fred Hofmann, Dayton.

BACK ROW:

Martin Collins, Chicago (Best Salesman); Bernard Sussman, Syosset; Rick Lee, Montreal; Claude Lachance, Montreal; Barry Smith, Montreal; Paul Sowa, Binghamton; Brian Berger, Bethesda (Best Neophyte Salesman); Ike Smith, Instructor.





APRIL CAS CLASS

FRONT ROW:

Denny Sullivan, Chicago; John Melnyk, Long Beach; Margaret McCue, New Britain; Natalja Harris, Chicago; Stephanie Alexander, San Diego (Best Revenue Generator); Joe Lindroth, Orange County; Ed DeNardo, Syosset.

BACK ROW:

Don Gwinner, Rochester (Best Instructor); Dick Chamberlin, Tulsa; Ed Urban, Reseda; Sid Corkins, Phoenix; John Baker, Bethesda; Walt Gibbs, Berkeley; Larry Baird, Oklahoma City (Class Genius); Ike Smith, Instructor

spotlight

Credit and Collection



The Credit and Collection Subsection staff is pictured above. Left to right are, Phyllis Tarr, Accounting Clerk; Jack Hanson, Manager; Linda Crisafulli, Accounting Clerk; Betty Simmons, Secretary; Sy Witcoff, Specialist-Credit and Collection; and Paul Cooksey, Specialist-Credit and Collection.

This week we are focusing on Finance's important Credit and Collection Subsection which is responsible for collections of amounts due from customers and making credit arrangements, all of which involve a high degree of customer contact. We asked Jack Hanson about his Sub-section's method of operation.

Q. Jack, what is the function of the Credit and Collection Subsection?

"We give credit clearances on all new customers. We have the responsibility of collecting all outstanding receivables, and handling the application of checks received from our customers."

Q. What are the specific duties of the staff members?

"All credit clearances on new accounts, and the collection efforts are handled by the specialists and myself. The bookkeeping type work, such as application of checks received from the customers and reconciling of accounts, is handled by the Accounting Clerks."

Q. What procedure is followed in obtaining a credit clearance?

"Our Sales offices submit credit applications which we can generally process within ten days. If there is an urgent request, it can be telephoned in with references, and we can have an answer within 24 hours."

Q. What collection procedures and approaches do you and your specialists use?

"We collect from our accounts by mail, telephone, or visitations. Our approach has been to be as professional as possible, and we have found that the customers appreciate this. We continually contact them on a friendly and straight-forward basis. To be successful in this type of work, you must be able to get along with all types of people and also be able to make quick financial decisions."

Q. Our field sales people make up a great percentage of your contacts. With new people constantly being brought on board, what is done to introduce new sales personnel to you and your function?

"When the new personnel come into the Home Office to attend the Education & Training classes, I instruct them in a Credit and Collection Procedure class. During the past year, I have made presentations at most of the older sales offices. We also are continually communicating these procedures by letter and telephone to our sales offices. This is a never ending job.

Q. What do you think fellow employees could do to make your efforts more efficient, and improve relations with our customers?

"I think that everyone, regardless of his position, should be more customer conscious. There have been cases where a customer has withheld payment of an invoice because of a grievance or misunderstanding. Therefore, I'd say that being more aware of the customer's needs, and responding to them would definitely improve efficiency, customer relations and benefit the General Electric Company."

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