

Leadwire 2





"My order was placed in November, rescheduled three times, and I still haven't received it. It's March; what's happening?"

— Midwest Commercial Customer

"I've been trying to do business with Fairchild for over eight years. If it wasn't for the fact that the items I buy are of a proprietary nature, I would tear the 'F' page out of the phone book."

— large A & D Customer

"Delivery hasn't changed for the last six years at Fairchild, but at least it is nice to have someone pleasant and concerned in Customer Satisfaction to complain to."

— A & D Customer

"I'm not interested in stories, I want parts."

— major Commercial Customer

"The efforts extended by the total Fairchild team in supplying parts for our program are greatly appreciated. The efforts put forth by Fairchild to ship this order helped us land a major contract."

— a major Computer Customer

"Thank you for a job well done regarding my major account. The customer and I are both impressed. This is a welcome change which has raised my company's opinion of Fairchild significantly."

— Fairchild Computer Salesman

"Your salesman tells us we need to send waivers after you miss the delivery date, and after we send waivers, we still have to wait well over a month for delivery."

— Consumer Customer

"Is it going to take the Air Force on your doorstep to get products to us?"

— large A & D Customer

"It is unfortunate that delivery of the devices we needed could not have been made ten days sooner; thereby assuring us time to assemble hardware and meet our delivery schedule to the Air Force."

— large Aerospace Customer

"Without hesitation I can say that the Fairchild Customer Satisfaction Department satisfied this customer. I hope this is an indication of a new trend which will eliminate needless delays in specification approvals and shipment of materials against future orders."

— Aerospace Customer

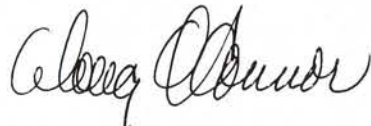


"It's a well known axiom that the most important man in a business transaction is the customer. Speaking for myself, I have spent long hours on the telephone and in person with customers who we could have treated better. I will continue to do all I can to help these people. In addition, we have established a Customer Satisfaction department which will serve as each customer's in-plant representative and will handle his questions and problems. This department cannot do the job alone. All of us have to work together to insure customer satisfaction. To the extent that every single one of us tries harder, we, better than anyone in the industry, will achieve our goal of satisfying the people who buy from Fairchild Semiconductor.



Les Hogan
President and Chief Executive
Officer of Fairchild Camera
and Instrument

"As Fairchild failed to deliver on time or failed to respond to customer requirements, the customers became dissatisfied. They began to think Fairchild just didn't care. A major effort is being made from the top down to reverse this and assure each customer that we really do care. An example of this is our establishment of a Customer Satisfaction department whose sole charter is rapid response to customer needs."



Doug O'Connor,
Group Director of Marketing,
Fairchild Semiconductor

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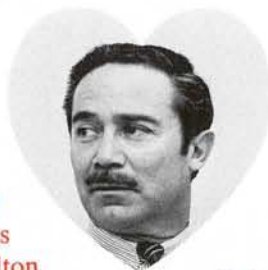


Closing the Credibility Gap

On one end of these phones are customers, big ones, small ones, new ones, and old ones. Very few of them are happy ones. They've got problems, problems Fairchild can solve with just a little extra effort on everyone's part.

On the other end of these phones are members of Jack Cooper's newly established Customer Satisfaction group. The thirty members of the department actually serve as the customer's in-plant representative, looking out for his interests from the moment his order is placed with Fairchild. They also serve as direct liaison between the customer and Fairchild personnel needed to solve customer problems.

Headed by Jack Cooper, who joined Fairchild in 1968 and who was a former customer as Northern California Sales Manager for Hamilton Electro Sales, largest Fairchild distributor outlet, the department is located in Mountain View. It's organized into three geographical divisions for effective coverage of all customers within the domestic marketplace. Al Enamait supervises the Eastern and Central areas; Dick Jones, the Western area; and Jack Cooper, Special Accounts. The department works very closely with Fairchild regional sales representatives as well.



This department alone can't change the customer problem situation over night. Unfortunately it's an industry-wide problem of greater demand than supply; it's also a problem of costly paperwork errors — little ones, which when compounded, result in delays, misplaced orders, rescheduling, bad specs, and in general, customer dissatisfaction.

Is there no solution? Increased production capacity will alleviate the problem greatly, and with millions of dollars worth of new space and equipment on order, it would definitely appear that Fairchild is meeting the problem head-on. But until then and even when the equipment is in operation, it will take a working together and all the "extra effort" everyone can muster to do the job right the very first time.

When a customer places his order with Fairchild, he depends upon getting the parts he's ordered. He can't afford to have lines shut down for want of a Fairchild device. A mad customer won't settle for excuses. He demands delivery — even though it's the number one problem in the industry.

There's a company whose motto is "We Try Harder". Fairchild's is "Customer Satisfaction Above All".

This is the way it's got to be.



The Customer's Always Right

Margaret Dudak is one of thirty members of the Customer Satisfaction group, and as an Expeditor, her job is to solve customer problems. It may mean chasing down a spec, tracing the original order, urging production priorities for her customers, or expediting delivery. And, it may take several days to satisfy one particular demand. Such was the case when Margaret received a call from Collins Radio.

Collins had placed an order for 1000 Fairchild devices to be delivered around the first of December. When Margaret got the call from the Collins representative March 7th, the 1000 devices had not been delivered and unless he could get 150 immediately, his production lines would be shut down.

Margaret checked out the original order and schedule dates. The quantity needed was not available; so she decided to work on obtaining the 150 pieces as soon as possible. She checked with Iris Hodges in Epoxy Box Stock who had 193 devices of the type needed, but these needed price clearance. She made a fast check with Kay Correll, Price Control in Order Processing, to confirm the Collins quote. Then she located the Product Marketing Engineer, Earl Lane, to get price clearance. Her next step was to talk with Joe Vargas, Production Scheduling to clear shipping the 150 devices to Collins. With an OK from Production Scheduling, Margaret returned to the customer with a partial solution for his problem.

As for the other 850 devices, a phone call to Production Scheduling made sure the parts would arrive from assembly to meet the new three-week commitment date obtained for Collins. To keep on top of the total shipment, she enlisted the help of Production Control Expeditors Vince Bert and Kent Nicholson.

If the new date isn't met, the whole process begins again with many phone calls and lots of friendly persuasion. But for now, Margaret can move on to the six or seven other customer problems pending.



Customer Satisfaction
Above All

Frank —
Thanks for
a job well done
Les Hogan

Think Customer Satisfaction

"The big red heart is the way Fairchild feels about its customers. Sure, sometimes it doesn't appear that way, but the customer is 'number one' with Fairchild, and when we do goof, we want him to rest assured that we're doing our best to serve him."

Jack Cooper's not kidding, but he needs your help. His Customer Satisfaction group can't do the job alone. It's ability to resolve customer problems depends on maximum cooperation from all departments within Fairchild Semiconductor.

So, to help you think Customer Satisfaction and to recognize those people directly responsible for helping to solve a customer's problem, the department has devised a Customer Satisfaction award program.

Employees throughout Fairchild Semiconductor putting forth outstanding efforts to solve customer problems will be recognized and awarded a specially designed "Customer Service Above All" plaque, a tiny heart-shaped tie tac/pin, and choice of dinner for two or box seats for four at a major league baseball game.

Customer Satisfaction personnel will single out those people who merit the award, and various department heads will make the presentations to their employees. Many people, no doubt, will win again and again, and they will receive an additional red heart to add to the original plaque.

It does seem silly to have to reward people for doing their jobs just a little bit better. Everyone should want to do that anyway, but this campaign will serve as a constant reminder that the customer's depending on every person at Fairchild.

So . . . when you see a big red heart, think Customer Satisfaction. It's sure to make Fairchild number one.