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INTEROFFICE MEMORANDUM

Doc. No: 006699 Date: 02-Nov-1993 03:10pm EST From: DICK BERGERON BERGERON AT A1 at AIMHI at MKO Dept: DMO/TECH. CONSULTING CENTER Tel No: 264-8016

TO: ANDREA WILKINS@MKO

CC: marilyn rutland@MKO

Subject: CUSTOMER ISSUE

Andrea, thank you for providing me with the following customer issue.

Customer: Bob Irvin City Of Los Angeles 1000 Vista Del Mar Playa Del Rey, CA. 90293-8504

Issue: Bob says that everytime he calls Digital about AD's that run, the people on the telephone can not help him with information to order. He also felt that the Electronic Store does not supply adequate information as well.

I called Mr. Irvin to understand specifically what his issue was about. He expressed concern that when Digital publishes Ad's, the person at the other end of the telephone should know about it and provide ordering information. Mr. Irvin wanted to express his concern to somebody at Digital. I assured him that our intentions are to provide appropriate information and answers to our customers, and assured him that I would look into this situation. He thanked me for the immediate follow-up and asked if I would have some one call a Mr. Kinsey at 310-648-5225 about HSJ 40's...I asked Tom Farris, one of the TCC reps to call Mr. Kinsey. He called MR. Kinsey at 2:22 and left a message sine Mr. Kinsey was not available.

In the meantime I checked into our call records to find out what AD's Mr. Kinsey has called about in the past. I quickly learned from our call handling systemm that his most recent call was October 29th. I checked with the TCC rep he spoke with and found the root of the problem.

Mr. Kinsey was calling about the "BAZAAR" Ad that ran in Digital News & Review. This ad was placed by the C&P organization using the TCC as a call-to-action. We approve the ad in good faith that all the part numbers and products would be available when the publication hits the street. Well, now here's the problem. Mr. Kinsey was interested in the "VXT 2000 Companion Packages". There are 6 different packages to choose from (and we do have the information) however the part numbers are not up on the price file, therefore still unavailable. We have been told they would be available on the 15th of October, however they were not. The latest date is this Friday November 5th...and yes the publication has been on the street since October 11th...The part numbers are: VX57C-EA for \$40,000 VX57D-EA for \$40,000 ; VX57E-EA for \$51,500 ; VX57F-EA for \$51,500 ; VX55D-DA for 17,000 ; and VX55C-DA for \$17,000. This customer was interested in the VX55D-DA.

The bottom line is that the customer is frustrated because we advertise something that is not available, so when he calls the TCC we can provide some information, but in this case he still can not order it. We will let the customer know as soon as it is available.

I have addressed these issues with C&P before and will see to it that they are informed about this situation.

If you have any questions or issues, please let me know.

Regards, Dick