

AMSTRAD

Staff Newsletter



No.2 January 21st 1988

A Note From The Editor

Welcome to 1988 and the 20th Year Anniversary of Amstrad. To celebrate this anniversary a special commemorative logo has been designed and you will find this logo appearing on most Amstrad printed matter over the next few months.



While I have the opportunity, I would like to say thank you to all of you who have approached me with both complimentary and constructive comments regarding the first issue of the newsletter. On the whole I think we all agree on one thing - that the newsletter is a 'good idea' and as time goes on I hope to be able to prove that it is, over and over again.

You may be interested to know that we were not the only Amstrad staff reading the first issue with interest - our foreign subsidiaries were as well. The response I have received since then from Hong Kong, USA and Spain has been very encouraging and we look forward to receiving and publishing their news as well as our own.

January is a very busy month for Amstrad Plc with many staff preoccupied in the preparations for the forthcoming Which Computer Show at the NEC in Birmingham. It is also traditionally the time when many of the television and press advertisements are shot. Inside you will find an insight into the content of the Studio 100 television commercial shortly to be shown in March.

Other staff have been busy moving and setting up equipment into a light industrial unit recently acquired in St James Road by the station car park. This unit will help to solve some of the overcrowding problems we are currently experiencing at Brentwood House. The work area will be used for the testing and preparation of exhibition equipment, printing and for record processing.

Meanwhile at Brentwood House the building work to alter the reception area and front car park has been put back to around April time. However,

we look forward with expectation to the final transformation.

Sally Tyler

Amstrad Competition Winners

Amstrad Distribution Ltd have announced the winners of their recent window display competition for Business dealers. Entrants had to create a complete shop window display using Amstrad products and point of sale material, developed and exclusively available from A.D.L.

There was a tremendous response with over 200 entries from computer dealers all over the U.K. The general standard was attractive and professional. Amstrad Distribution were particularly pleased to receive reports from many entrants that Amstrad sales had significantly increased as a result of their displays.

The winner, who received an Amstrad TVR2 Televideo, was Mr P Zabudow of Microsnips, Merseyside; second,

Christmas Celebrations For Staff At Amstrad Plc....

The 1987 Amstrad Christmas Dinner and Dance was held in the Adelphi suite and Palm Court of the Waldorf Hotel, London on Friday 18 December.

A three course seasonal dinner was served in the Adelphi suite to almost 400 paper-hatted Amstrad revellers, who then danced the remainder of the evening away in the Palm Court to the strains of the Ricky Anderson band.

Speechifying was kept to a minimum, however Malcolm Miller made a brief after dinner speech preceded by an apology on behalf of Mr Sugar who was unable to attend.

During the evening veteran football celebrities, Gordon Banks and Roger Hunt, with Arthur Ellis, star of television series 'It's a Knockout' gate-crashed and were photographed here in conversation with Malcolm Miller.

The whole evening went smoothly thanks to Nicki Haynes who booked and organised the whole evening including the transport to and from the Waldorf.

winning a VCR 4600 Video Recorder was Mr Nissan Ahmed of Waxride, Wembley and third, winning a TS46 was Mr Bernard Hodson of Minicom, Blackpool. A fourth prize was given to Hamilton Consultants of Manchester who also received a TS46.

'The response was amazing - not only in terms of the number of dealers who took the time and effort to participate - but also in terms of increased sales from those dealers', said Roger Ford Marketing Manager at A.D.L.



The winning Microsnips window.



Business Review

Future Events

I've just been told that it was a bad sign meeting me in the lift as it usually meant that you would go to the basement before getting to where you wanted to go. At least people now know who i am... it took about a year for most people to realize that i actually worked for Amstrad.

In spite of my enforced seclusion in the basement (affectionately known as 'THE PIT') I have been invited to put finger to keyboard and write something about future events at Amstrad!!

The next major event since the launch of the PPC will be the Which? Computer Show at the NEC Centre in Birmingham from January 19th to 22nd. Those concerned are feverishly dealing with the myriad complexities of the organisation. The Which? is not only the important Computer show of the year for Amstrad but it will also be the first time the general public will have a chance to see the new portable. Our stand, as usual, will doubtless be the busiest and best.

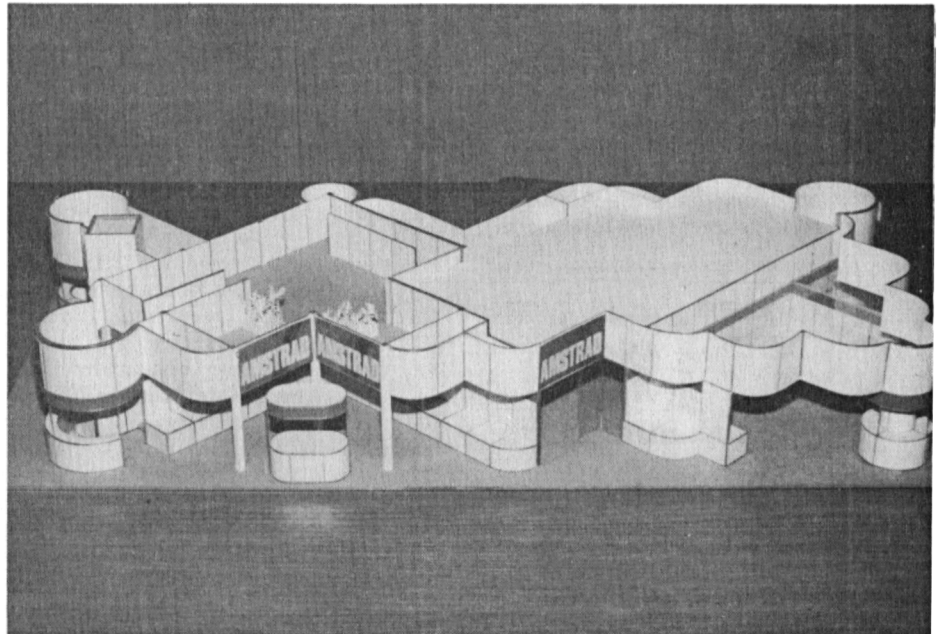
A week later (no time for rest here) is the Amstrad Computer Show at Alexandra Palace. It's a lovely new venue... we're only hoping it will be completed in time.

That takes us in to February... and by then i will have delved deep into the intricacies of the Amstrad Enigma, pick a few brains, etc. to report what I'm sure will be a host of new and exciting future events.

From down under....Don Churchill

New Building For Amstrad Distribution

Amstrad Distribution are currently negotiating on the purchase of their existing building and also another 23000 square feet building situated next door. It is anticipated that the purchase should take place during early 1988 with the company moving into the new offices in the next door building during the summer. Currently Amstrad Distribution have run out of office accommodation and is finding warehousing more difficult, especially as new products arrive in larger boxes.



Judging by the above model of the Amstrad stand for the Which Computer Show - the Amstrad stand promises to be bigger and better than the rest...

Amstrad Distribution Announces Change in Sales Force Structure

Anthony Sethill (Marketing Product Manager for Leisure products) and David Lancashire (Marketing Product Manager for Business products) were guest speakers at the Amstrad Distribution Sales Conference held at the Park Hall Hotel in Manchester on the 7th of January.

This first conference, with further plans for two a year was primarily to prepare the Sales Force, Sales Management and Telephone Sales team for the quite significant changes that will occur with the divisionalisation of Amstrad Distribution due to take place 28 March 1988.

In simple terms the Sales Force will be split into two divisions, Business Products and Leisure Products. Each division to work under the guidance of a Field Sales Manager (as yet to be announced) who in turn will report to their Division Sales Manager who will be based in Newcastle.

am pleased to inform you that Roy Little, Southern Field Sales Manager will be promoted to the title of Sales Manager Business Products Division from March 1988. Roy and his wife

Isobel plan to move from Essex to the Newcastle area during the spring of 1988.

Barry Young
Managing Director,
Amstrad Distribution Ltd

Computerisation Comes To The Brentwood Literature Dept

It may be of interest to note that the literature department has been fully computerised now for approximately 3 months, and all customer details including name, address, product enquiry and source of enquiry (whether it be by coupon, sales lead, letter or telephone call) are now logged into a database.

From this database names and addresses can be printed onto sticky labels which are then stuck onto stuffed envelopes containing the appropriate literature as requested. This system is much quicker and more professional than the previous method employed which involved manually sticking the name and address coupons onto envelopes with selotape.

The information contained within the database can also be useful to other departments. At present a weekly and monthly report is prepared which is then used by the sales and marketing departments to assess the success or otherwise of the advertising campaigns.

Business Review

Towards the end of 1987 Amstrad was heavily advertising a selection of products in the national press, the business press, the trade press, in national colour magazines and in the specialist press. During this period the literature department was receiving between 2,000-3,000 enquiries per day and even as many as 5,000 some days. It took 4 people fully employed to input the customers enquiries into the database system and 5 more to sort, pack and actually send the literature.

As well as being fully computerised, the literature department now has a very sophisticated answering machine. Each night and at weekends customers may phone with requests for information and leave their enquiry on the machine. This is ultimately more convenient for the customer and saves us the time which would normally be spent if the customer had to call back during working hours.

We trust that overall the new system will prove to be much faster, more efficient and a great asset to the company.

Joyce Caley

Thanks For a Good Year

Amstrad Distribution held their Christmas Dinner and Dance at the Thomas Foreshaw Hotel in Chesterton on Friday 11 December 1987.

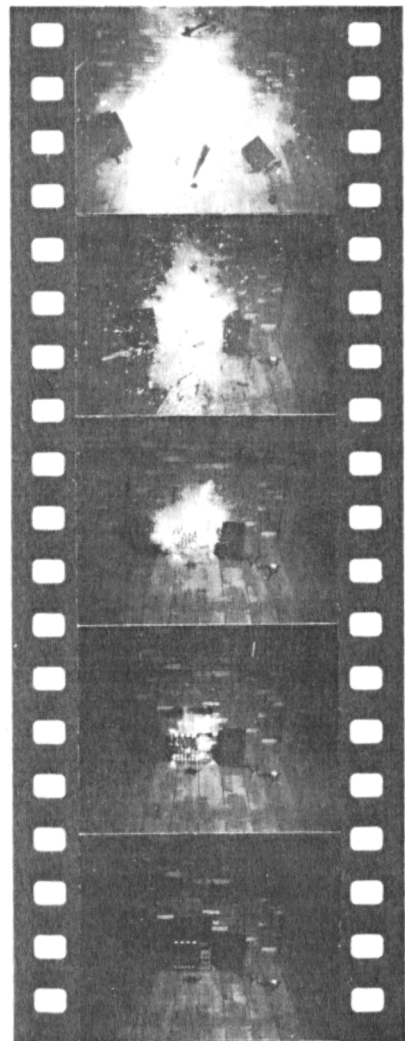
In his brief address to all of the staff who attended Barry Young Managing Director, congratulated and thanked everyone for their tremendous effort and enthusiasm in ensuring that the trading period from July to December smashed all previous trading records by a quite startling margin.

Share Update

Due to Janet Hargreaves recent illness we are unable to bring you the Share Update column this month.

However, we would like to take this opportunity on behalf of everyone to wish Janet well.

Revolutionary Leisure Product Is Launched

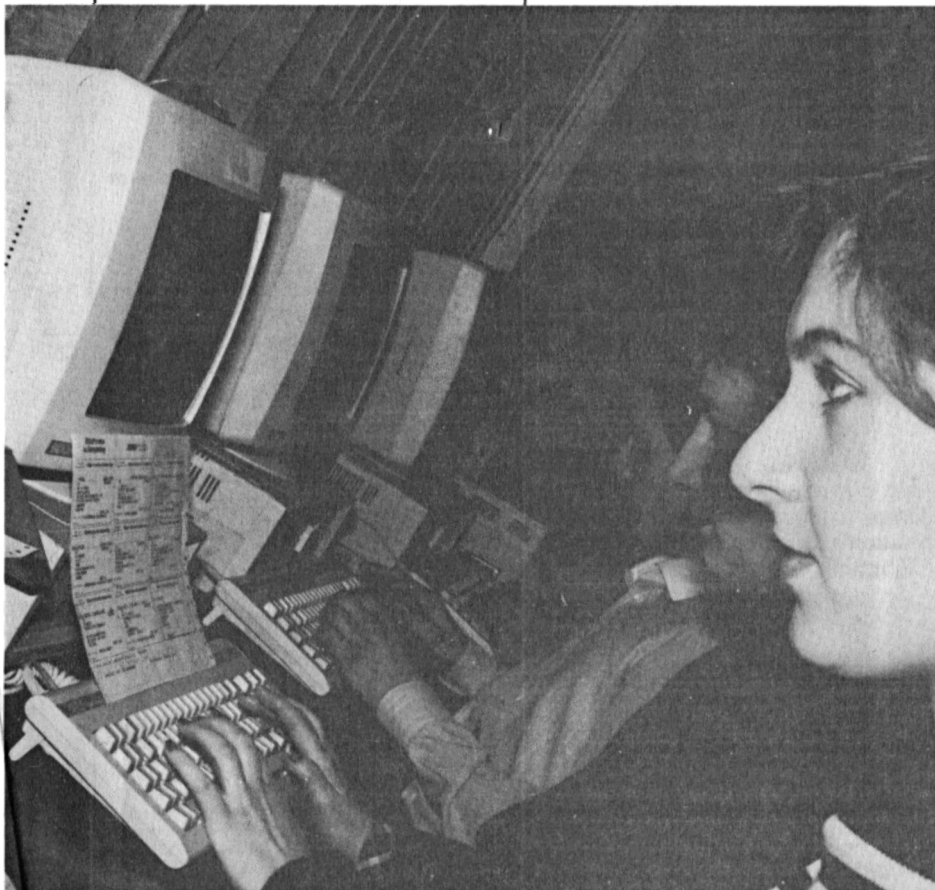


This month the new Studio 100 will start to appear in UK retail stores. The product combines a fully featured Midi-audio system, 4-track recording studio as well as a DJ console.

The Studio 100 is aimed at teenagers and adults alike all with the common interest of creating music. Now for the first time consumers can produce quality demo tapes in their own homes. To launch the Studio 100 a high impact advertising campaign will start at the beginning of April on both television and at the cinema. The commercial visually demonstrates the coming together of the audio system and the recording studio by using special effects such as implosions.

We hope you enjoy viewing the ad.

Anthony Sethill



Staff News

Morons or Magicians?

Hilary Gladman Manager of the Customer Services Department situated on the 5th floor of Brentwood House, gives us an insight into what her department is all about.

The popular misconception of the Customer Services Department is that a handful of morons sit by constantly answered telephones and when someone finally plucks up the energy to answer the telephone, the customer will invariably ask:

'I want to buy an Amstrad product, how much is it and where can I buy it?'

It is difficult to dispel such a myth, especially when the people who believe it hardly ever venture on the 5th floor.

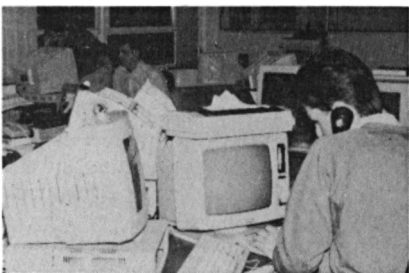
For those of you who are interested:

The Customer Services Department basically consists of twelve telephone assistants manning the Customer Services number, 230222, five software/technical programmers as back up for the telephones, three letters assistants and two technical letters assistants, one assistant who deals solely with the replacement of faulty software, two hardware technical engineers, one supervisor and one manager.

We are currently taking four and a half thousand telephone calls per week and receiving and answering two thousand letters per month.

Extensive training is given to the twelve telephone assistants and three letter assistants who all have a basic user knowledge of WordStar 1512, LocoScript 1 and 2, general knowledge on all products, knowledge of all company policies which relate to this department and an information file containing information such as UK service agents, overseas agents, common user problems etc.

Obviously, the amount of information we have to obtain increases greatly as more and more products are launched.



Telephone Assistants at Work

The Customer Services Department therefore relies heavily upon information from other departments in this company. On many occasions, some departments do not consider their information to be important to us or of any relevance. Some days, we do feel that we are bashing our heads against a brick wall. It is difficult to give an answer when we have not even heard of the question.

Hilary Gladman

New and Old Faces

This section serves to welcome new staff as they join us each month, to say goodbye to those who are leaving and to wish good luck to those moving to new positions within the Amstrad group.

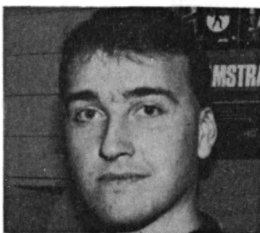
Welcome To....



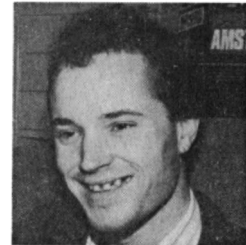
Ruth Hudgell who recently joined Roger Adams Dept as a Stock Control Clerk.



Jane Edwards who recently joined the design team on the 7th floor in the position of Product Development Co-ordinator.



Steve Bell who joined the expanding development team on the 7th floor as a Senior Technician.



David Scott who joined the 7th floor as an Electronics Draftsman.



Susan Vass who joined the 6th floor as a Technical Author for new Amstrad products.



Gillian Hannon who joined the Purchasing Dept on the 6th floor in the position of Purchasing Assistant.

Goodbye To....

Alfred Dorkins who retires at 65 from the Material Control Dept at Shoebury 1 after 6 years service with Amstrad. Steve Watkins and Martin Lucas presented Alfred with a small gift on behalf of Amstrad at a presentation on Friday 8th January 1988.



This newsletter is intended for staff and employees of Amstrad Plc and its subsidiaries. It is not intended for general public release. Any facts and figures quoted are believed to be accurate at the time of going to press. The views and opinions expressed are not necessarily those of the company or directors of Amstrad Plc.