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FOR AUSTRALIAN AND NEW ZEALAND
STAFF AND FAMILIES OF HEWLETT PACKARD
No 30 September 1987



NZ award

Hewlett Packard New Zealand got a big lift in visibility with the opening last year of its prestigious new premises in Willis Street, Wellington.

The impact was heightened even more by the New Zealand Chapter of Architects giving its National Award.



Yet another lift came with the appointment of a former Governor-General of New Zealand, Sir David Beattie, as a director of the company.

Details: page 3.

Looking for results from MTS

Growth is our current top priority and I am confident we will achieve it, helped by skills that have been developed throughout the management team by our MTS program.

I came away from the two-day meeting of the Senior Managers Team at Newport in mid-July delighted with the way we had reviewed our 1987 plans and how they were updated for 1988.

We focused on the four key areas of challenge, which are:

- Growth;
- The quality of our plans;
- Development of the HP culture within HPA; and
- The relationships we want among ourselves and between ourselves and our customers and the community.

Several clear messages came out of the meeting:

- We must make a real effort to integrate our key functional plans and focus on the key factors of growth. This really means that, as Marketing sets the directions and identifies the key differential factors between HPA and our competitors, the sales force must use these programs and strengths to achieve success.
- It also requires that our support organisation mimics the functional plans with team work and competence, particularly the AEO, thus ensuring that our total sales and marketing organisation achieves the stated performance goals.
- We must continue to make sure that each level of management adds value and is not just a keeper and minder of people and financial data.

Each level of management and supervision should be seen to add value by being not only responsible but accountable for performance.

If processes and/or strategies are not working, supervisors and managers should continually be looking for ways of changing them. If something is not effective, they should suggest changes that will make them effective.



- MD Malcolm Kerr dressed as Lord of the Manor for Adelaide's 20th anniversary party. Serving wench Suzanne Bosley (left), Debbie Karandjis and Ruth Johnston weren't at all overawed in the presence of M'Lord.

- In short, supervisors and managers are not just the sum of everything under them; they have to add value by planning and managing the processes they are responsible for.

- It is critical as we move towards 1988 that all our plans and activities are up and running **on or before 1 November**.

We cannot afford any of the delays in implementing programs that seem to have plagued HP in Australia and New Zealand up to this point.

This is where demonstrating a real sense of urgency is a vital role that all of us should be committed to.

There is a lot of sensitivity to profitability and without doubt it is important to the welfare of HPA and, of course, the Corporation.

But profitability is really only the culmination of a whole host of things being done well; that is, we all need to be committed to reaching targets.

One of the neglected areas for us, which we have been addressing in recent times, is the way we are perceived in the market place. Customers haven't seen us as aggressive or a major force in commercial computing.

I believe it is time we put a concerted effort behind our public relations program.

We should be capitalising on attributes that distinguish us from competitors, things like quality products and people, excellence in support and innovation in technology and management.

Through these things we merit a higher profile but it will not be won without more flair and determination in telling customers how effectively we can contribute to their success as well as our own.

This is our 20th anniversary year. We are running at 96 per cent of quota, our expenses on a revised actual basis are within 2 per cent of target and our inventories are down.

We are close to having a successful year and I would ask for everyone's help in meeting our financial commitments to the Corporation.

We want to make FY87 a top year for our region.

MALCOLM KERR

All office celebrate

Malcolm and Barbara Kerr helped employees in Canberra, Brisbane, Perth and Adelaide celebrate HPA's 20th anniversary by making special visits to attend social functions in June and July.

Malcolm assured them that only the constraint of time had prevented Executive Vice-President and Chief Operating Officer, **Dean Morton**, and Director of Intercontinental, **Alan Bickell**, extending their Australasian visit in May beyond Melbourne, Sydney and Wellington.

Pictures on this page and the next show that a career with HP isn't all work and no play. ■



• Sir David Beattie.

Ex-GG is director

One of New Zealand's best-known and most highly qualified citizens has joined the board of HPNZ.

He is Sir David Beattie, Governor-General of New Zealand from 1980 to 1985.

This has been his impressive career:

- Born Sydney 29 February 1924.
- Educated Auckland University.
- Served 1939-45 as a naval officer.
- Practised as barrister and solicitor.
- President of Auckland Law Society, 1964.
- Queens Counsel 1965.
- Supreme Court judge 1969-80.

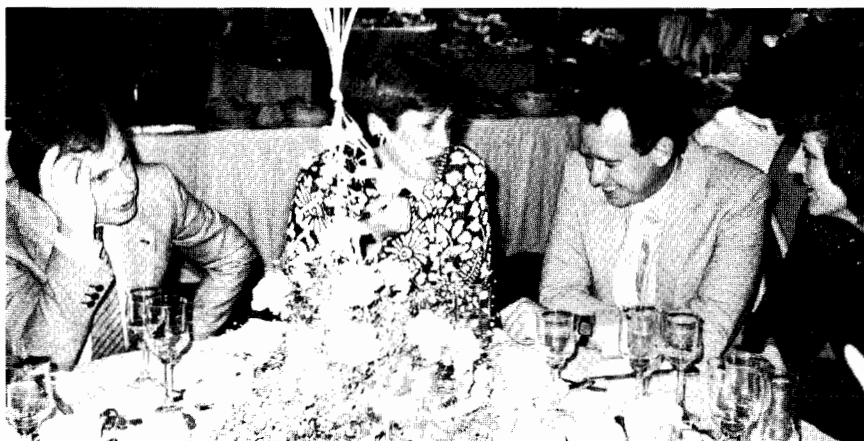
Sir David was chairman of the Royal Commission on the Courts, 1977-78; chairman of the Sir Winston Churchill Memorial Trust Board, 1975-80; and trustee of the NZ Sports Foundation, 1977-1980.

He headed the 1986 Ministerial Working Party on "Key to Prosperity — Science and Technology."

He is also a director of the National Bank of New Zealand, General Bills (a bank subsidiary), MFL Mutual Funds, Sedgewick Ltd (international insurance and reinsurance brokers) and Independent Newspapers.

Other directorships include an Auckland retirement village and a waste management company.

Sir David sees his association with HP as fulfilment of his interest in technology. ■



• State Sales Manager Ian Murray (left), Jan Wilkinson, SR Cliff Wilkinson and Lynn Sebrechts dine at Perth's Lombardo's.



• Intrepid aerialists Mike O'Connor (left) and Mike Whitby decorate Perth's new office.

Top NZ award



The citation to the National Award given by the New Zealand Chapter of Architects to HPNZ's new Wellington building read:

"This is a meticulously crafted building for a corporate client which required answers to its own needs as well as investment. As such it sets standards of design excellence for a multi-storey office building which the jury hope will be adopted by others."

"The colonnaded ground floor with its first floor conservatory gallery combines the architects' concern for streetscape with a wonderful conservatory space for the enjoyment of the building's users."

"Some disappointment was felt in the ground floor entry where there is scope for art and direction — both apparently to be provided in the future."

"Interior design of the three floors occupied by the client was also the responsibility of the architects. The interiors are harmonious and thoughtful with great care in the detailing of all elements down to the smallest furniture."

"With uncharacteristic restraint but well-established inventiveness and wit, the architects have added technical excellence to their repertoire and created another worthy building to the growing stock of their work."

Architects were **Ian Athfield** and staff. ■

Performing as good citizens

Being a community asset is a policy that Hewlett Packard works at wherever in the world it operates.

It starts with scrupulous regard for the laws, culture and business customs of the host country.

And spills over into everything HP does; at corporate level, giving substantial help to broad-based projects; and then encouraging and helping employees who want to give service to their local communities.

Since its founding in 1939, HP has sought to be an economic, intellectual, cultural and social asset for each area — technical and geographical — within which it functions.

Philanthropic grants — in our region we call them simply "donations" — are the subject of formal guidelines because HP cannot hope to satisfy the needs of all who might apply and genuinely deserve support.

So to match resources to requests, donations are channelled mainly to active community programs that stress enhanced understanding of science, engineering, technology and medicine.

At a personal level, employees are encouraged to support our good citizenship objective because it benefits the community and also because it adds to job satisfaction.

HP appreciates that employees are able to recommend the most appropriate kinds of grants for the company to make, particularly in the area of equipment.

Assistance is not normally offered to organisations which are not tax-exempt; to individuals; sectarian or denominational groups; agencies which practice or promote discriminatory or partisan policies; political activities; causes which offer specific direct benefits to HP or those recommending grants; individuals' research projects; and conferences, seminars and meetings.

An application is rejected if combined with a sale.

In Australia, donations are considered by a committee chaired by Australasian Sales Manager (Medical) **Bob Cattell**.

Other members are Region CEM

Bob Congdon, Australian Sales Manager (Analytical) **Jim Watson**, Marcom Manager **Doug Forsyth**, and Training and Development Manager **Ray Gerwing**.

Field Marketing Assistant **Jill Digriolamo** is co-ordinator of the donations program.

Some recent donations

Administration was made easier for the **Council of Disabled Persons** by the gift of an HP150 and Viatel software.

And then by repairs after the computer was dropped by clumsy burglars. Police recovered the equipment but it needed a thorough overhaul, which was done by CE **Leanne Martin**.

Disability groups, government departments and individuals access the service by Viatel.

□

Not only Monash University researchers were pleased by our donation of equipment to its Bio-Medical Computer Simulation Centre.

Because it will help cut down on the use of animals for experimentation, congratulatory letters were received by Field Marketing Assistant **Jill Digriolamo** from the Animal Rights organisation and the Australian Humane Research Foundation.

In many cases experiments can be performed as computer simulations without involving animals.

Our donation was two Vectra computers, a QuietJet printer and a ColorPro plotter.



- **Dr Brian Chapman**, Director of Monash's Bio-Medical Centre (left); **Dr Mailen Kootsey**, researcher from Duke University, US; **Bob Cattell**, Australasian Sales Manager for HP's Medical Products; and **Professor Graeme Schofield**, Monash's Dean of Medicine; with student **Hien Huynh** at the keyboard.

The Council uses the 150 to maintain a mailing list of 28,000 subscribers to Reveille, its monthly newsletter; and for letters, reports, meeting agendas and maintaining a data base for resource information dealing with every identified disability throughout Australia.

It also keeps addresses of hospitals, nursing homes and sheltered workshops, plus the availability, location and price of all sorts of aids and equipment for the disabled.

Princess Margaret Hospital in Perth received a \$12,000 Vectra for use in the Paediatric Rehabilitation Unit.

WA State Sales Manager **Ian Murray**, accompanied by Region Sales Director **John Toppel**, visited the unit to present the equipment.

The co-ordinator, **Dr Peter Chauvel**, said its greatest value would be in analysing results of tests and maintaining a data base of information on spina bifida and other handicapped children.



• Jill Digirolamo ... co-ordinates.

The Smith Family started in Sydney in 1922 when a handful of anonymous businessmen gave help at Christmas time to deserving causes.

The main service is providing financial and material assistance for people in need (more than \$9 million was spent in 1985/6).

Today it provides an extensive welfare service throughout most of NSW and in Melbourne and Canberra. It sees 100,000 people a year at its 14 branches.

The Family provides accommodation for several hundred elderly people in self-care units, a hostel, a boarding house and a nursing home.

Through its 270 View Clubs, women members try to spread in the community greater understanding of the problems of disadvantaged people.

HP's gift of a Vectra in January stores data on those who receive help and a computer bureau processes it without charge.

The data is needed to satisfy funding sources but more importantly to show what is happening to disadvantaged people (how many more are seeking help, who they are, where they live, what rents they pay).

The Executive Spreadsheet package will give better analysis of the figures.

Research Officer **Tony Carson** told *Depth*:

"The Vectra is a most generous gift

Focus on quality

Turnaround time was the subject of a presentation *The Instrumentalists* gave at the fifth annual seminar of the Melbourne chapter of the Australian Quality Circles Association.

The Instrumentalists, of course, are the TQC team of the Customer Service Centre: **Doug Hayne, Tony Johnson, Ian Richards, John Fuller and Glenn Williams**.

About a year ago, the CSC responded to complaints that turnaround was too slow. Customers were happy with product quality and technical skill but we took too long to do things.

The team studied processes from the moment an instrument was presented for service to when it was returned. It identified 76 separate decision points, perhaps 50 applying to any instrument.

Time an instrument was worked on at the bench was the smallest part of the equation. Because of a big backlog of work, an instrument spent nearly three times longer on the shelf waiting its turn.

Time that customers took to accept a quote caused the next biggest delay, followed by shipment administration, waiting for parts and general administration, including invoicing.

Approval was obtained to use overtime and some outside contractors to blitz the backlog.

Then, by issuing price lists covering the most common services, the need to quote reduced dramatically. Today most instruments arrive with an order to go ahead.

Region Service Manager **Ian Richards** recalls: "We worked our way through all the elements, eliminating time-wasters one by one. At the start we had 210 instruments waiting for a technician; now we're unlikely to have more than 20.

Quality Manager **Roy Armour**, who attended all sessions of the two-day seminar, congratulated *The Instrumentalists*, both on the reduction of turnaround time and on the quality of their public presentation.

"It was a skilled and effective performance appreciated by an important audience and reflected credit on HPA," he said. ■



and an important asset to The Smith Family. It is working beautifully and the operator, after a one-day course at North Ryde, rapidly acquired confidence and skill.

"We received quite remarkable help from everyone in HP we had occasion to talk to.

"To name but a few, we're grateful to **Bob Robertson, Val Ryan, Bill Dimopolous, Randy Lee and David Tomas** in Sydney and **Jill Digirolamo, Monica Waffler and Steven Brivik** in Melbourne. ■

• **The Instrumentalists team which won praise for its seminar presentation: Region Service Manager Ian Richards (above, left), SVC Supervisor Tony Johnson, SVC Engineer Glenn Williams, SVC Supervisor Doug Hayne and SVC Engineer John Fuller.**

Copy deadline for next issue is 15 October. Contact: **Alison Teed.**





CHRIS CROWLE
Systems Support
Engineer, specialist
in HP3000 software
and MPE internals



ANDREA WINGARD
Support Co-
ordinator
Call management



GRAHAM GUNSON
Escalation Team
Manager



JOANNE TURTON
Service Processing
Manager



ROD MAKIN
On-line Support
Team Manager



PAT CALABRESI
Support Co-
ordinator
Call management



PETER SIMPSON
Service Co-
ordinator
CSO Processing

Round the Clock Software Support

For Australian Response Centre people, 1 July was a big occasion. It marked the start of Australia's participation in a network designed to give support to customers anywhere in the world and at any time of the day or night.

Until recently, round-the-clock service on a local basis was logistically possible but commercially impractical.

It would have meant employing three shifts in 26 different centres but in the knowledge that customers would mostly tell of their troubles in their own country's working hours.

Still, we wanted to be able to respond to an emergency no matter when it occurred.

Now, with the help of smart telecommunications technology, a call that comes when Melbourne employees have gone home can be switched, toll-free to the customer, to Atlanta, Georgia.

And if the Americans - there or at Santa Clara in a different time zone on the west coast - have called it a day, the inquiry goes to the next centre in turn at Winnersh, England.

Response Centre Manager Phil Greetham worked for several months on Australia's entry to the network and it meant close consultation with the other centres and a two-week's visit to the US.

"It was hard slog but most rewarding. The best part is recognition that HPA has the skill to handle problems generated anywhere in the world, not just that Australia is conveniently placed geographically," Phil says.

Australia's entry was important enough for Worldwide Response Centre Operations Manager Maurice Vink to come to Australia and make the first call testing the Melbourne-US-UK links.

Maurice said that HP wanted to offer the service to all its customers but was first proving the system by getting it working efficiently with English-speaking countries: the US, Canada, the UK and Australasia.

"Not only does a customer get help but it is more likely to be better quality help," Maurice said.

"There's a difference between an engineer dragged out of a deep sleep to immediately concentrate on a com-

plex problem and one you get during a normal shift. It's the circadian rhythm thing we get around.

"Engineers can dial straight into a machine and many times diagnose by phone. If a part needs replacing, we can have a Desk message waiting when the local engineer starts work. Then, in a real emergency, we may get someone out of bed."

Maurice's birthplace was Blackpool, north of Liverpool. He started as an SE in England, became European SE Manager in Geneva, then Administration Manager in the UK Sales Region and has been in his current job about a year. ■



Phil (left) and Maurice waiting for THE call.



DAVID BYE
Software Support
Engineer, specialist
in HP3000 MPE
internals and data
communications



LLOYD STOTT
Software Support
Engineer, specialist
in PC and HP250
hardware and
software



WEE-MING TAN
Software Support
Engineer, specialist
in PC software,
graphics



JENNY MILLER
Software Support
Engineer, specialist
in PC software, PC
datacommunications,
spreadsheets and
languages



ERIC MILLARD
Software Support
Engineer, specialist
in HP3000 MPE,
COBOL, patch co-
ordinator



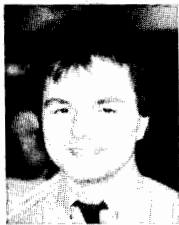
LINDA HARRISON
Software Support
Engineer, specialist
in office automation
applications



JURGEN HORHANN
Systems Support
Engineer, specialist
in HP3000
hardware and MPE
internals



KITTY GARDINER
Service Co-ordinator
CSO Processing



MICK CERKEZ
Service Co-ordinator
CSO Processing



HELENE SMITH
Support Co-ordinator
Call management



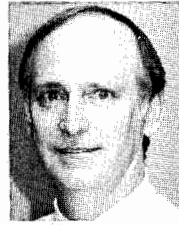
GRAEME DAVIE
Software Support Engineer, specialist in HP9000 HPUX



RAY MILLS
Systems Support Engineer, specialist in desktop and 9000 hardware



DAVID COLLINS
Systems Support Engineer, specialist in disc and tape hardware



BILL DAVIS
Systems Support Engineer, specialist in terminal and datacommunications

Waiting for Winnie

Maurice Vink invited suggestions about a problem for the Response Centre network to solve but they weren't coming thick and fast.

"What about saying you're Mick Dundee ringin' from the Top End. A croc's passed up your mother-in-law but taken your mother board. And a dirty big red kangaroo has swiped your mouse and lucked it in its pouch. How do you get them back? That should test 'em," was one offering.

Maurice, a visitor who plainly didn't comprehend the Antipodean scenario, elected to ask Atlanta to ask Winnersh was it raining in England.

"Not very imaginative but even if they are in doubt I can fake the answer and confidently say that it is," Maurice remarked.

He would have been delighted had Winnersh rung back within the minute (quite a crowd had gathered to share the moment) but one minute passed, then two ... and then at three the phone rang.

Eagerly he answered in his best satisfaction-giving manner, "Australian Response Centre here. How can I help?"

Then, glumly: "Who's got a wife named Jillian? She wants to know what time to put the dinner on."

SE David Bye took the call on another extension to good-natured ribbing that if England didn't get a move on the chops would be spoiled.

Then THE call came. Most assuredly, at THAT precise moment in THAT part of Her Majesty's realm, it was NOT raining.

The network had passed the first test set Down Under. ■

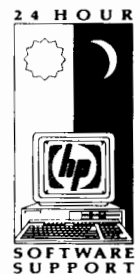


David Collins (left), John Cheney and Bill Davis were oblivious to David Bye's need for food; he just had to fend for himself.



Celebrating at the opening ceremony.

Computer Museum



CAROLE MOORE
Secretary
General secretarial duties, customer enquiries and information



ASHLEY HENWOOD
Software Support Engineer, specialist in HP1X-HP98XX desktops



JEFF RILEY
Software Support Engineer, specialist in HP3000 MPE, performance, HPTREND co-ordinator



PETER ZIGURAS
Software Support Engineer, specialist in HP1000 RTE, HP-UX software support back-up



GEORGE ARTEMIU
Systems Support Engineer, Specialist in HP3000 hardware, 2680 and MPE internals



LINAS PETRAS
Systems Support Engineer, specialist in technical family hardware, 9000 to Spectrum



ANDREW ROBERTSON
Remote Support Program Manager, on-line hardware resolution and diagnosis

Tracking trouble

Predictive monitoring is an HP technique of anticipating problems by regular telephone checks from afar.

Andrew Robertson is Remote Support Program Manager who helps customers do diagnostic checks on their hardware.

HPA supplies the Predictive Monitor program without charge and customers instal it on their HP3000s.

Regularly — perhaps as frequently as every day — the program writes the results to files and analyses whether they exceed acceptable limits.

If they do, the computer automatically logs into the Response Centre call management system at Joseph Street.

Not always does a part, like a drive, printer or plotter, need prompt replacement or repair. By verbal guidance — after an automatic log in or when a customer phones with a problem — it may be possible to tweak some part and remain operational.

Predictive monitoring not only alerts to the possibility of a breakdown but it helps HPA schedule maintenance more efficiently for the customer and itself.

For the customer, it means shutting down for substantial service at the most convenient time (which everyone knows isn't in the middle of a big payroll run).

For HPA, it permits more cost-effective use of resources.

"If an engineer on a distant trip can string together a number of jobs, it's better than an emergency two-day journey for the few minutes it sometimes takes to fix one problem," says Response Centre Manager **Phil Greatham**.

"It's happened that an engineer has rushed to a site only to find there wasn't an equipment problem at all; someone had just broken from the correct operational procedure.

"Remote diagnosis is now helping us fix 30 to 40 per cent of hardware problems over the phone.

"Customers have already paid for their service contract, so if we provide a quick solution without a journey that saves us money. The customer is also pleased with the quicker fix." ■



Denise McLoghlin (above, left) and Margaret DeBono like sharing one job — Telephonist/Clerk — in the Australian Response Centre. It suits their domestic situations.

Denise's 7am to 1pm shift lets her be home when her two children return from school.

Margaret also has two children. She sees them off in the morning and her husband's job lets him be home when they return, so she takes the 1 to 7pm watch.

On the run

NEXT ISSUE we'll tell of the embarrassing moment when hounds caught hare, the chase ended there and **Depth's** ace photographer froze hiding in Melbourne bushes for a candid shot of runners who never came.

Also, in Adelaide, the **HP Drugbusters** have been pictured training for the Channel 10 Corporate Cup.

Is this the full get-fit story? What's making folk trim, taut and terrific in other offices? Pictures and words to **Alison Teed** by 15 October. ■



● Margaret . . . terminal tamer. ■

Mastering change

From being terrified of computers at first encounter to not contemplating life without them has been the experience of ROPS Clerk **Margaret Penglis**.

Margaret has just retired after more than 12 years working for HP in Melbourne.

"**Doug Cheeseman** was the supervisor in Service Admin when I started. We didn't have terminals and had to line up part numbers, prices, everything, by hand," she recalled just before leaving.

"Then we got a terminal and I was scared stiff. I'd have swept the floors or painted the building rather than touch it.

"It was quite a joke. The first time I consented to use the keyboard, a car hit a power pole, the office went dead and I was sure I'd caused it.

"The second time we lost all our data when there was an unexplained power failure. Unexplained, that was, to everyone else but I was positive I was jinxing the place.

"The third time the roof didn't fall in, nothing exploded and I got something into file. It wasn't long before I was surprising myself, making the terminal do what I wanted.

"There were many new systems after that, when the old fright nearly came back, but I always got on top. I learnt that computers are servants, not masters. Now I wonder how we ever managed without them?"

The staff doubled within six months of Margaret joining HP and continued to expand.

"I used to know everyone; at the end I'd walk around and feel a stranger outside my little corner," she said.

When husband Theo retires soon, they will move from Lower Templestowe to a house they have at Arthur's Seat on the Peninsula. It commands magnificent views of Port Phillip Bay, which is why Margaret bought Theo a telescope.

Fishing, water skiing and sunbaking are their relaxations.

Annette Neilson, wife of NZ general manager Hans, is a long-time friend and Margaret planned a FWD tour with her but their *South Island Discovery* adventure has been delayed a year because Annette had a fall. ■



- HP has had a happy relationship with the Warrnambool Institute of Advanced Education and it continued this year with the donation of equipment as prizes to two award-winning students.

Before he moved to the ASO as Sales Development Manager, Robert Dey (centre) went to Warrnambool to make presentations to Steve Pearson (left), who was enrolled for the Bachelor of Applied Science (Computing) and Chris Passfield, studying for the Bachelor of Arts (Management Communication).

Workplace drugs

Drugs in the workplace are increasingly concerning health administrators, unions and employers.

Not only illicit drugs like heroin, marijuana and cocaine.

So far we have not matched the level of drug abuse of some countries but Australians are among the biggest users of proprietary drugs.

Some companies have shown by industrial and court action their fear at the potential for disaster from accidents related to drugs, illicit and legal.

According to Adelaide's **Michael Prior**, senior scientist with the Institute of Medical and Veterinary Science, growing awareness of risks in the workplace means more use will be made of mass spectrometry for identification.

It's in this field of high technology that HP leads the world.

"Until now, not every medical, rehabilitation or forensic inquiry has needed spot on analysis," Michael said recently when *Depth* visited the Royal Adelaide Hospital, where the Institute is housed, with SR **Yves Knezy**.

"Often pathologists have needed to say only that drugs were present in a sample or they were not; or that a drug of a certain family was present but not say precisely what the substance was.

"Many tests simply did not require pinpoint accuracy but a new dimension is being introduced, legally as well as medically.

"Argument is growing that, while intrusion into privacy is abhorrent in ordinary circumstances, it can be justified if it reveals an airline pilot or a train driver or a crane operator is a drug abuser or heavy user.

"Employers who want to test job applicants face legal peril should error creep in. So would those who did the tests and made inaccurate reports.

"Penalties are punitive for defamation, which could be the charge if someone reported an applicant had used illegal drugs when they hadn't.

"It could be necessary to identify a particular drug, not just say a substance from a certain family was present.

"One would need to distinguish between a headache remedy pre-

scribed by a physician and a drug from the same family that was illegally acquired and used.

"There should be much wider public education about the difference between drug use and drug abuse.

"Not many would refuse a drug when having teeth pulled or a limb amputated. That's quite permissible drug use and needs to be distinguished from abuse.

"Most pathologists now agree that more and more reliance should be placed on gas chromatography and mass spectrometry to achieve the accuracy needed.

"This was the feeling at a recent conference in the US. Usually conferences are occasions for scientists to bash the equipment makers but this time HP would have been pleased by the many kind things said about it." ■



• Yves Knezy (right) and IMRS's Michael Prior.

Computer
Museum

Newcomers

Robyn Bailey, Secretary/Co-ordinator (Canberra).
Lito Cruz, Application Engineer/AEO (Melbourne).
Margaret DeBono, Telephonist-Clerk/Response Centre (Melbourne).
Lisa Demetriou, Accounts Payable Clerk (Melbourne).
Ray Ffrench, Application Engineer/AEO (Melbourne).
Tonia Hayward, Accounts Payable Clerk (Melbourne).
Tracey Howell, Secretary/AEO (Sydney).
Ken Jackson, Customer Engineer/Medical (Sydney).
Jason Maude, Customer Engineer/CEO (Melbourne).
Denise McLoughlin, Telephonist-Clerk/Response Centre (Melbourne).
Jacqui Mellody, Telephonist-Typist/AEO (Melbourne).
Eric Millard, Response Centre Engineer (Melbourne).
Robbie Pakes, Accounts Payable Clerk (Melbourne).
Stuart Smith, Customer Engineer/CEO (Melbourne).
Alison Turnbull, Applications Engineer/AEO (Perth).
NEW ZEALAND
Andrea Brown, Accounts Payable Co-ordinator (Wellington).

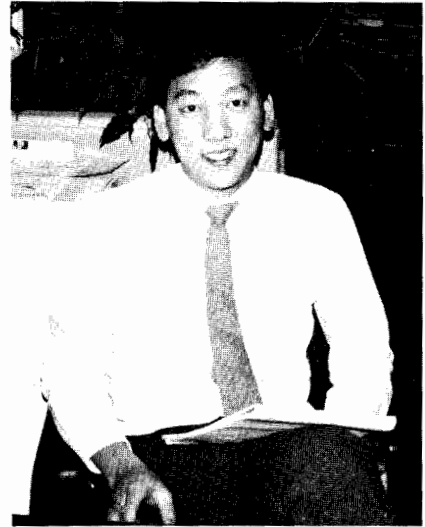
Transfers

Arthur Booth, Contracts Administration to Telemarketing/CIC (Melbourne).
Robert Dey, Sales Representative to Sales Development Manager/ASO (Ringwood).

Julia Dibley, Secretary to Secretary/PC Group (Sydney).
Piers Hodson, Sales Representative (Melbourne) to National Account Manager (Canberra).
Mandy Jack, Staff Sales Representative to Service Co-ordinator/Support (Brisbane).
David Kelly, Quality Engineer/ASO to Product Support Engineer (Icon).
Tracey Keys, Receptionist to Systems Operator/AEO (Sydney).
Rod Makin, Senior Systems Engineer to Software Support Manager/Response Centre (Melbourne).
Robert Manderson, Systems Engineer to Software Development Engineer/ASO (Ringwood).
Toni Maxwell, Co-ordinator to Co-ordinator/Support (Sydney).
Andrea McMillan, Secretary to Secretary/ASO (Ringwood).
Dianne Nuske, Secretary to Telemarketing/CIC (Melbourne).
Robyn Papax, Computer Operator to Personnel Co-ordinator (Melbourne).
John Pennington, Sales Representative (UK) to Sales Representative (Sydney).
Richard Pike, Offset Administrator to Remarketing Administrator/FRO (Melbourne).
James Radford, Sales Representative (Saudi Arabia) to Sales Representative/ISG (Melbourne).
Sandra Ritchie, Secretary to QA Customer Support Representative/AEO (Sydney).
Craig Shaw, Systems Engineer (Germany) to Systems Engineer/AEO (Canberra).
Robert Underhill, Customer Engineer to Remarketing Engineer/FRO (Melbourne).
David Williams, Product Support Engineer/ASO to Product Support Engineer (Icon).

Births

- Edith Grace, daughter of Customer Support Manager **Roger Kane** and Debbie, on 7 June at 3.30pm (3487gr/71b 11oz).
- Lauren Rae, daughter of Sales Co-ordinator **Paul Berner** and Heather, at Lilydale Bush Nursing Hospital on 4 June (3147gr/61b 15oz).
- Ian James, son of Melbourne Inventory Controller **Tony Holman** and Elizabeth, at Cabrini Hospital on 20 August (4394gr/91b 11oz).
- Paul Gregory, son of Customs Specialist **Greg Beers** and Cathy at Waverley Private Hospital at 1pm on 25 June (3345gr/71b 6oz).
- Sandra May, daughter of AEDM **Kim Wood** and Jenny at Box Hill Hospital on 23 July (3544gr/71b 13oz). ■



• Achiever Tay Geok-Seng.

Held two jobs

The citation to the first Melbourne *Achiever's Award*, made to **Tay Geok-Seng**, didn't exactly read "for services well beyond the call of duty."

But it meant just that because for a period Tay voluntarily did two jobs.

From nine to five he worked in his new post of Sales Force Productivity Manager and from seven until midnight at home as Remarketing Administrator.

"For a time it would have been difficult for Finance if I had cut all ties so I helped out by putting in a few extra hours," Geok said recently in considerable understatement.

He won a restaurant dinner for himself and wife of 10 years, Italian-born Filomena, and his picture goes onto the honor board.

Tay came from Singapore in 1973 to study computers at RMIT and then artificial intelligence at ANU.

He was invited to help with cardiology research at Prince Henry's Hospital in Melbourne.

Then came a Master's preliminary year at Monash, some contract programming and computer consultancy, a call back to Singapore to complete national training, and a job there with HP.

He returned to Australia and waited in another job until the HPA vacancy came in 1985.

Tay finished his MBA last year. His career plan is on course: "I always intended to move across from technical to management." ■

Customer care

Communicating with customers — old and new — has taken two big strides in recent weeks.

Elsewhere we tell of the Australian Response Centre and a 24-hour software support service using worldwide networking.

Soon after that opened, the Customer Information Centre announced it was ready for business, with responsibility to upgrade non-technical help for customers responding to HPA's marketing initiatives.

We now have a system that puts someone wanting information about a product immediately in touch with experts who can discuss options to satisfy the caller's needs.

Previously, we didn't monitor all the steps to a sale or non-sale; or measure accurately the cost-effectiveness of marketing campaigns.

First contact for the first-time caller was usually with Reception. In Melbourne **Judy Payne** and **Doreen Hayden** would question the caller to decide where the inquiry should be directed. Their counterparts in other offices did the same.

It was onerous work, when a switchboard was blinking continually with a variety of other calls.

Also, some callers were hazy about what they required or the product they wanted to talk about. Sometimes it meant switching from extension to extension until someone twigged their real need.

Now the CIC receives all new sales-related calls, mostly to a number that bypasses the switchboard, and it can answer quickly and authoritatively.

All HP advertisements and promotions will now have the CIC's 008 phone number as a first contact point.

But more than that. The CIC will monitor and log what happens from first contact, through the various possible responses and up to when a sale is made or it is deemed pointless to persist any further.

Even then, the data base that CIC builds will keep track of leads gone cold but worth reactivating later.

Steve Hitchings, who looked at similar centres in the US and Canada, expects the CIC to be national by December, using 008 facilities.

"We're handling all sales-related



• **Steve (left), Dianne, Arthur and Adrian ... awaiting calls.**

inquiries generated through our direct marketing campaigns and Outbound Telemarketing," Steve explains.

"Our role is to nurture those responding to campaigns, to pre-qualify inquiries before passing promising leads to the sales force.

"Enquiries from our established customer base will still be channeled through the SRs and staffline; and it will still be Marketing's responsibility to generate leads.

"We started with commercial and technical systems and then added PC and peripheral inquiries.

"We've got a great team in **Arthur Booth, Dianne Nuske** and **Adrian Weiss**.

"Arthur came from Sydney to Contracts and has now taken up another challenge.

"Adrian started in the warehouse, became a call co-ordinator, went to Contracts and now offers his wide expertise to CIC.

"Dianne was a sales secretary with great knowledge of the Sales process and this is a big strength.

"We had lots of help from many people. **Warren Jones, Judy Payne, Rob McKenzie** and the AEO and

Sales people in particular could not have been more supportive.

"**David Burton** in EDP helped to get our terminals, printers and software together. While I was running around outside, **Jill Digirolamo** did lots of typing and made things happen back in the office."

Steve is firm on a few things: "We're not a dumping ground for inquiries unrelated to sales. We don't offer cheap support to customers without service contracts. We're not everyone else's "too hard" basket.

"One thing certain is that we're here to stay; we're not a flavor of the month.

"We have the opportunity to make this an exceptional exercise of how to handle customers that no other place in Hewlett Packard does quite as well, starting right from when we answer the phone.

"Most will be first-time callers. They may have seen an advertisement, have cut out a coupon or just had a hunch that HP might be able to help.

"We have the challenge to make them life-long friends and business partners." ■

Stop Press

- Senior SCV Technician **Peter Burford** thought Ann's gift of **Peter Alexander**, born at Mercy Hospital on 31

August, was reason enough to shout, "Stop the presses." Bias clouded his judgement, of course, but we were happy to oblige.

Ken, patriarch of Greenhill Rd

Since John Williams, one of the Sample originals, retired, **Ken Jackson** has been the longest serving HPA employee in Adelaide.

Now SR for test and measurement and technical computers, he started as a bench repair technician 19 years ago.

His youth was spent at Redhill, 170km north of Adelaide near Port Pirie.

Farming called strongly but without owning land he saw its limitations.

First job was draftsman in the architectural and electrical design section of the State Public Service. It gave a good overview of the construction industry.

Also a feel for precision and order, a satisfaction he finds today in computer science.

"It taught me there has to be cross-discipline and teamwork. Architects can't just do their own thing without regard for the inputs of electricians, carpenters, bricklayers and all the other trades," Ken says.

"But there needs to be leaders; all the other professionals must work within the guidelines of the architect."

After exhausting the PS challenges, Ken went to the Defence Research Centre at Salisbury for work on the Black Knight and Blue Streak space rockets and the Australian-designed Ikara anti-submarine project.

Then to HP where **Gray Morgan** was manager, **Bette Donaldson** his secretary and **Ron Davis** the SE.

After two months training with Ron, he spent two years in Melbourne under **John Springhall**. The Senior SE was **Bruce Marsh**, then doing his RMIT degree part-time.

Ken was a Million Dollar SR two years running.

His most satisfying sale was an automated network analyser system to the University of Adelaide.

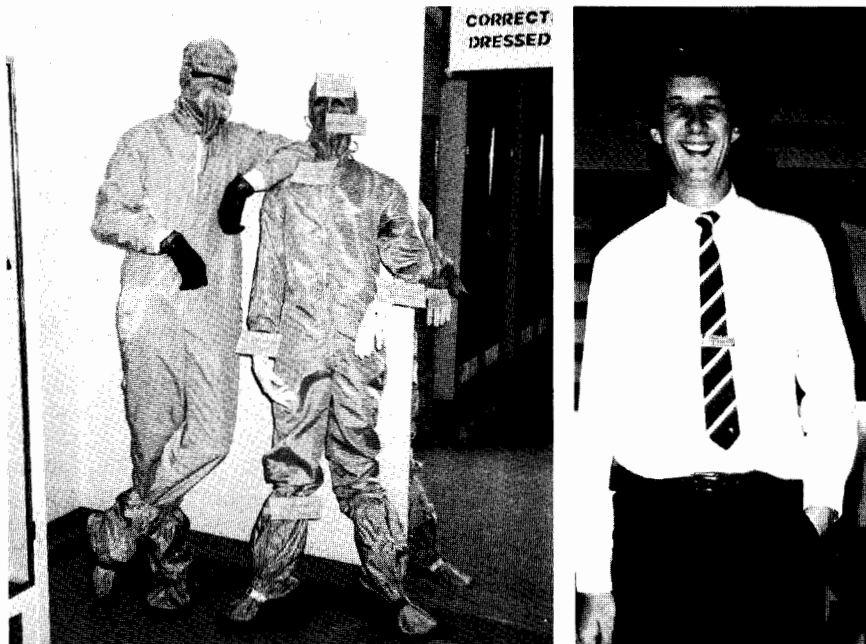
Not only did it save much time and give greater accuracy to R&D engineers and in teaching but it helped the US with its R&D.

Golf, dining out and visiting wineries are Jackson hobbies shared by his wife, Jan.

Their daughters, Donna and Angela, are both nurses. ■



• Ken (right) fraternising at an office function with Royal Adelaide Hospital's Ray Liddle.



• CE Wayne Willoughby looks after Distronics, a Melbourne company which uses an HP1000 connected to a laser unit to check compact audio disks for abnormalities like scratches and fingerprints.

All of its production is for export.

The quality check requires a dust-free environment and when Wayne dons protective clothing to negotiate an air shower it's a tight fit.

Colleagues asked unkindly, "Which is the dummy?" when he brought back a picture of himself dressed in the gear.

Be that as it may, that's definitely Wayne, uncamouflaged, on the right.



• DCEM Chris Cantor (left), Argyle Diamond Mine's Pat McNamara, BBM Glen Taylor and State Sales Manager Ian Murray at a Perth cocktail party for HPA customers.