

**“Our Respond System
is an important step in Burroughs
commitment to be second to
none in customer service.”**

As Advertised in . . .

WALL STREET JOURNAL
FORTUNE
BUSINESS WEEK
COMPUTERWORLD
DATAMATION
BWI MONTHLY



*Mr. Fred R. Meier,
President,
Business Machines Group,
Burroughs Corporation.*

*“Our Respond System
is an important step in Burroughs
commitment to be second to
none in customer service.”*

“Our new Respond System is more than a service-dispatching system. It’s a comprehensive support system, with management involvement every step of the way.

“Your call to our Customer Service Center ties you into a computerized system that alerts successively higher levels of management. That way, your service needs are automatically escalated to the level that can get you back in operation. Fast.

“The System will be operating throughout the U.S. and in 18 other countries by year’s end. Results to date have been excellent. In one area, we have cut our ‘time to respond’ by better than 50% and service calls have decreased by a third.

“Our Respond System is part of a Burroughs commitment to earn the same high marks for innovative customer support as we have for innovative information systems and software.”

We’d like to tell you more. Call your local Burroughs office, or write Burroughs Corporation, Dept. BW-12, Burroughs Place, Detroit, MI 48232.

When you call on our new Respond System, you’re calling on our management commitment to comprehensive customer support.



Burroughs

Burroughs
Building on strength.