

NEWS LETTER

British Olivetti Ltd - 30 Berkeley Square, London W1



Above: 142 Piccadilly: the new Systems Training Centre.

Right: One of the elegant classrooms—with Mr. A. S. Barnicoat, Senior Instructor, Systems Training Centre in action.



New Role for a Gracious Home

142 Piccadilly, which overlooks the Memorial at Hyde Park Corner, used to be, so the tale goes, the erstwhile town house of a Duke. And it's easy to believe the tale. Its spacious, elegant rooms still retain an aura of gracious living. In them one can readily imagine the Grand Balls, Dinners and Receptions attended by resplendent diplomats, aristocrats and their ladies, which were surely once held there.

Today, however, 142 Piccadilly, while still elegant and gracious, has a much more functional role; a role which is more suited to today's technological age. It contains British Olivetti's Systems Training Centre.

Behind the Portland stone facade of Doric columns and balconies of this former haunt of nobility, we now find soberly clad business men and women. Dark business suits have replaced glittering uniforms. Computers have replaced silver plate. Instructors have replaced servants.

Customer Training

24 courses covering various aspects of mechanised and automated accounting, data processing, and the application of the Programma 101 desk-top computer, have already been held at the Systems Training Centre in the short time that it has been opened. Although the primary purpose of this Centre is to train British Olivetti personnel on the sophisticated machines we are now introducing, one of its

most—if not *the* most—important functions is customer training.

It is not sufficient nowadays to merely sell a machine. Customers quite rightly expect their operators to be trained. They expect to be advised on the application of these machines. In short they expect after-sales service. Our new Systems Training Centre provides this service—and thus directly contributes support for our Sales Force.

70 customers have already attended our courses, among them people from such 'blue chip' companies as British Oxygen, Rank Xerox, Richard Costain, Shell, Rotax, Vickers Zimmer, Wiggins Teape and Rank Hovis MacDougall. We have also trained 'boffins' from the Ministry of Technology and the Royal Aircraft Establishment, Farnborough.

Moreover we can expect more impressive names to be added to this list soon. Another 11 Customer Courses are planned to take place during the next six months.

There is not perhaps the same degree of gaiety in 142 Piccadilly today. And there is certainly not the same degree of leisure. Gracious living has been replaced by hard study. The conservatives among us and those who shudder at such words as 'progressive', 'technology' and 'automation' may mourn these changes. But they can't deny that the changes are necessary. Or that British Olivetti has made these changes efficiently.