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ARDMORE, PENNSYLVANIA 19003
215/MI 9-3155

Mr. Tom F. Spiess
Service Manager,
Processing Dept.
Rochester, N.Y.

Sept. 28, 1982



Dear Mr. Spiess,

It is unfortunate that I am not a writer to, even, some humble degree, so that I could express our sincere and true feelings of what we experience more and more from a great American Institution that Kodak seems to hiddenly abase itself gradually in many of their many proud fields.

Enclosed is an article from Mr. Ken Kingston (2/29/80) about the 'dependability' of Kodak processing and your personnel working with the Dealers! In the last 3 $\frac{1}{2}$ to 4 years we have found Kodak processing verry much on the decline and your percentage of RE-DO's should prove that immensely.

Mind you that we are talking of enlargements here. We ourselves, dread to see the results. Things that were never if very seldom such as DIRT on the prints, chemical SPOTS, wrong COLOR CONTROL, bad print cutting (black edges), etc..... even on your (25 cent!) croppings, at times directions are not followed

You will note (above) that one of our mottos is "We are proud to be Quality Kodak processors"..... Yes, many conscientious DEALERS, like us, are saying the same thing....We are having more and more dissatisfied customers that do ~~not~~ not come back to our store because of it.

Also, what happened to your strong committment of 7 to 10 working days. As usual, when it is not a RUSH it arrives ahead. We, nevetheless, feel that we can hardly tell our customers of a sure deadline'.

Enclosed is a letter from a very fine man and our best and one of your best customers. Mr. Ferrater averages 300.00 to 400.00 dollars per month on Kodak films and processing. This has been going on for over 10(TEN) years. I had a long talk with Mr. Earl Wood and Mrs Sue DrolettelEnclose is also a letter July 13, 1982, from Mr. David I. Barney, Customer Service Specialist, explaining what can be done at an additional \$75.00. Obviously Mr. Ferrater is not a novice and does extremely and above work in all phases of stills, 16mm and super 8 sound projections. We were, my wife and, I, very fortunate to see some of his full length productions and they ~~do~~ can be compared to some of our so-called commercials/TV productions/ I, myself was 11 years in TV/FIIM productions and local TV/FIIM stations, including CBS, NBC, J. Walter Thompson etc. (see processing #5031 enclosed; \$214.37)

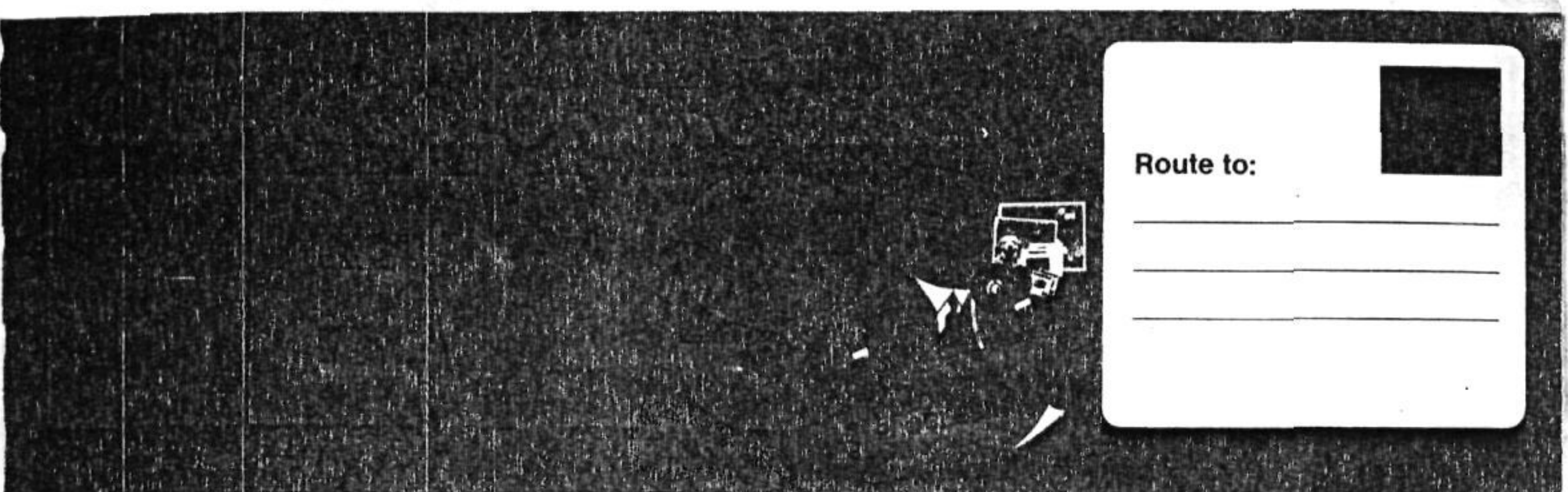
Yes! his film was full of streaks (scratches). at times, from bad to worst. It is ironnic but not very funny to agree on some top work...and something else is done wrong!! Yes, I sincerely believe that Mr. Ferrater should be compensated directly and the dealer should not be penalized again. Thus, there should be some ^{enumerations} enumerations, for eg. a box of Ektachrome EF #7242, would be a decent gesture. I take it that you will contact Mr. Ferrater.

In both instances, this is a question of 'MEN OF GOODWILL'

Jacques J. Beaulieu, partner

Yours Truly,

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Route to: []

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2/29/80

Dependable Service from the Labs

“Dealers Sell Our Dependability, Too...”

Ken Kingston (right) is Director of Customer Services for Kodak's 10 processing labs. In a recent interview, Ken expressed his views on working with dealers.

CP NEWS: Ken, you are Director of Customer Services for Kodak's 10 processing labs in this country. What do your services mean to the dealers who sell Kodak color processing?

KEN KINGSTON: It means that dealers can offer their customers consistent, quality processing. Our job is to see that we live up to that. Over the years we have built a reputation for quality, and dependability is an essential part of that quality image.



SERVICE MANAGERS

At Kodak Processing Laboratories

- ATLANTA—C. W. Wood
(404) 455-0123
- CHICAGO—D. G. Lynch
(312) 922-9691
- DALLAS—J. B. Martin
(214) 357-4654
- FAIR LAWN, N.J.—
R. E. Dickinson
(201) 797-0600
- FINDLAY, OHIO—T. J. Spillman
(419) 422-7654
- HONOLULU—J. Y. Suzuki
(808) 531-6565
- LOS ANGELES—D. J. Maeder
(213) 465-7151
- PALO ALTO—J. M. Welch
(415) 493-7200
- ROCHESTER—T. F. Spiess
(716) 458-1000
- ROCKVILLE, MD—J. W. Fields
(301) 948-2800

CP NEWS: How do you assure dependability?

KINGSTON: First, we have always been a service-oriented company. George Eastman, himself, in the beginning days, personally answered customer complaints and comments. Our first processing lab included a service section. From the start, we realized that we deal with one of the most personalized products in the marketplace. We've emphasized service... dependability... to satisfy that market. Dealers can sell our dependability, too, along with our quality.

CP NEWS: Service in this business covers many areas.

KINGSTON: We're talking service to the ultimate customer, the picture-taker. Then there's service to the dealer, whom we also want to satisfy on every order we receive.

For the customer, the essential service ingredients are quality and dependability. These are elements that the dealer can offer to attract business to the store.

Furthermore, our concept of service includes a full product line. Customers are aware that they can order from us many

extra services that they possibly couldn't get elsewhere. Items like copy negatives, slide and movie duplicates, SONOTRACK Coating, photo-announcement cards are standard services with us. We feel that these "extras" help dealers build a reputation for service to their customers and help them build a steady clientele.

CP NEWS: What about dealer-oriented services?

KINGSTON: That's the larger part of our service function. As I said, we consider the dealer's needs in every order sent to our lab. So, our service to the dealer starts with that dealer's use of our order-handling materials. It ends when his customer is satisfied with the pictures.

We consider the location of our ten labs as fundamental to our service policy. They're geographically situated for fastest turnaround for the vast bulk of our dealer-customers. Pickup and delivery of orders is a specialized service in itself, and we are always considering ways and means to streamline that time factor.

Fast as we are, customers are satisfied with our work only if we get the order right the first time around. Over the years we