

## The NCR Customer Satisfaction Slogan Contest

By Emmanuel Georgantas

May 5, 1985 issue of NCR News, section of Front Page:



Employee incentive programs have always been an essential tool for the HR department in many organizations. Incentives motivate people, and to quote Steven Silbiger “. . . *motivation is an elusive animal that all organizations want to capture*”.

Incentive programs in the form of contests are usually more interesting because they offer to participants the element of competition that is inherent in the human nature.

In 1985 NCR announced the *Customer Satisfaction Slogan Contest* offering rewards of up to \$4,500 to winners. The objective was to select the more “*snappy memorable slogan to express our commitment to customer satisfaction, both as individual and as a company*”. The Contest was announced by the Chairman of NCR, and deadline for the submission of the entry forms was on Friday, June 28, 1985. Chairman and President of NCR at that time was Chuck Exley who was particularly stressing the element of customer satisfaction in all his addresses.

Personally, after leaving NCR in the mid 1990s to pursue different career paths, I have had many times the opportunity to revalue the significance of customer satisfaction in the business world and to apply the lessons learned during my NCR years. For many of us NCR has been another Alma Mater in many respects.

Unfortunately I have no record of the final results; neither do I remember how the contest ended. If any old colleague reads this reference and has some additional information, he may complete the story with names of the winners and what the winning slogan was.

To refresh memories, here is the Contest Entry Form available at all NCR locations at that time, also enclosed in the NCR News of 5/5/1985 shown above.

## The Core Memory Project

**Customer Satisfaction Slogan Contest**  
entry form

The slogan I/we suggest is:

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Entrant's Name/Employee Number      NCR Organization

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Location Code

Other team members' full name/employee number

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Deadline for receipt of entries is Friday, June 28, 1985.

FOLD IN HALF, STAPLE AND DROP IN COMPANY MAIL.

**NCR**

The entry forms had to be dropped in company mail to forward to:

NCR World Headquarters

Communications Division

WHQ -5E

Dayton, OH 45479

*"I believe customer satisfaction can be the most significant factor in making our business grow. While a slogan will not take the place of our individual commitments to customer satisfaction, it will serve as a daily reminder of our primary mission. And because you are critical to the success of that mission, your ideas are important and valued".*

Chuck Exley, NCR President, 1985