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American Institute of Certified Public Accountants (AICPA)

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May 23, 1994

**Staff
Anniversaries**

Congratulations to the following staff members who last week celebrated various anniversaries with the Institute:

		Anniversary
Jose Morales	Data Processing Operations	16th
Philip Chenok	Executive	14th
Helen Figueroa	Accounting	12th
Leonard Hecht	Professional Ethics	9th
Marie MacBryde	Publications Administration	8th
Rodney Harris	Order	7th
Rich Bruder	Financial Management	6th
Yoko Koizumi	CPE Accounting	6th
Pamela Moore	Customer Service	6th
Antonio Pacheco	Printing Services	6th
Gae Barbano Grinder	Human Resources	5th

**Please
Welcome**

Jennie Bartilucci - Relief Receptionist - Office Facilities. Jennie joins us from Shearson Lehman Brothers where she worked as an Administrative Assistant.

Congratulations

Marianna Morgan, Meetings & Travel, recently won the award Chapter Manager of the Year, from Meeting Planners International, Greater NY Chapter. Congratulations on a well-deserved award.

NY Waterway

The unprecedented growth in the popularity of the Hoboken and Weehawken ferries and the planned expansion throughout metropolitan New York and New Jersey have demonstrated quite convincingly the need to develop an additional commuter service to this area.

On Wednesday, May 18, NY WATERWAY began a commuter ferry service between the Colgate Pier at Exchange Place, Jersey City and the World Financial Center. Service will operate Monday through Friday from 7:00 a.m. until 10:00 p.m. Fares will range from \$2.00 for a one-way ticket to \$62.00 for a monthly pass. Parking is available. For additional information please call 1-800-53-FERRY.

**Jazz & Blues
Concerts**

The Jersey City Division of Cultural Affairs presents the 1994 **Jazz & Blues Concerts** on the Pier at Exchange Place every Friday now through July 8 from 12:00 p.m. to 2:00 p.m.

Telephone Coverage

The experts tell us if we are to remain competitive in the marketplace we need to deliver a quality product to our members. Our members deserve our very best efforts. Just as all of us like to be treated as valued customers in any service-oriented business, we should extend the same helpful manner to our members and all callers whenever we answer the telephone.

Our objective is to provide prompt, personalized and quality service to our membership. Since the majority of our business is conducted by phone, the Institute installed a state-of-the-art telephone system designed to provide the best possible service to our members and staff. If the system is used correctly, we can accomplish our goal. You, AICPA's "number ONE asset," are the only ones who can convey to our membership that they are a "valued member," and that we standby... ready, willing and able to meet their current and future needs.

It is every employee's responsibility to make sure the first order of business is answering the telephone promptly and providing proper coverage when you are away from your desk. While at your desk, your telephone should be answered promptly -- preferably by the second ring. If you are on a call or you step away from your desk, the call should be handled by your designated coverage person. Before you leave your desk, you should notify personnel at the covering extensions to answer your telephone. The voice mail or Audix system should be used on an exceptional basis, not a regular one. **Staying out of Audix should be your main objective in responding to the needs of our members and staff.**

Judging by the number of complaints we are receiving, far too many member calls end up in Audix. Our members exit Audix with the "dial 0 for immediate assistance" option and ask the reception desk personnel, to whom that option defaults, to be connected with someone who can assist them. Our reception personnel then **begin the search** to find a knowledgeable staff person in the department who can take the call. As the member gets bounced from extension to extension, and in and out of each Audix, their frustration grows and their perception is that "**no one is minding the store.**" Our reception staff is not able to answer the callers' questions nor are they able to explain our lack of accessibility.

To convey the quality service our membership deserves, management personnel should work with their staff to ensure the proper coverage paths are in place and that they are properly manned at all times. If after review you determine there is a need to change a coverage path, contact Doug Kadow at extension 3320. If you are a coverage point for another employee's telephone, (most of us are) do not tell yourself "that is not my call -- I have my own work." **Answer the telephone and above all assist the caller!** If you do not know the answer to the caller's question, take their name and number and turn the information over to your supervisor.

Focus on staying out of Audix and personally answer your calls; or if you step away, arrange for your calls to be answered.

Thank you.