

Prestel OFF LINE

A newsletter for customers

Dear Customer, Make our business YOUR business

You hold in your hands the very last ever issue of *Customer Offline* in its present guise. Optimists may like to keep it somewhere safe, to be discovered in years hence and sold for an enormous amount of money. Otherwise I have it on good authority that the blank space overleaf is perfect for last minute shopping lists. To be serious though, the good news is that from now on you'll be able to read *Offline* SIX times a year instead of four. You'll find it (possibly right on the front!) in the new-style Prestel Directory, which now thumps onto your doormat every two months with *Connexions* magazine. It's a good move from a psychological viewpoint too . . . because it means that *Offline* will no longer arrive with your bill!

Come on in!

A new and exciting teleshopping service is now available to ALL Prestel customers. Kays, Britain's number one homeshopping company, have launched the "Teleshop". Never before has such a full range been available to Prestel Teleshoppers. You can order from a selection of over 35,000 family and household goods and enjoy free delivery to your door and the peace of mind offered by Kays famous guarantee of service and satisfaction. An interest-free charge account is available for all purchases, and you can pay by completing an on-line "cheque", or by keying in your Access or Visa number. Additional benefits include special offers daily and the Teleshop Message Pad for when you need to get in touch. You'll be glad you keyed KAYS!

***2010#/*KAYS# for the Teleshop.**

Last issue I told you about Prestelcare, our ongoing programme designed to ensure our customers receive the very best quality of service. We will obviously need your help in our quest for a "perfect Prestel", and we may already have contacted you to seek your opinion on what we offer. One area where everyone can help concerns the quality and accessibility of information on Prestel. We'd like to know whenever you find a page offering out of date, over-priced or just badly presented information. Wrong routes are very irritating — if you stumble across one, tell us. All you do is use the Customer GuideLine pages on 33338. It will only take you a minute and we'll pass your complaint to the right person and ensure wrong routes are put right. (You can also send compliments if you feel a page is particularly good!). Please help us to help everyone to a better Prestel.

***33338# to report a page**

Real time-saver

Premium CitiService now brings information from the Stock Exchange direct to your Prestel set in "real time" — or in plain English, information which updates automatically as you watch. The service started with Traded Options, and will ultimately make available all 2,700 Stock Exchange Automated Quotation (SEAQ) share prices. Not only is the new service better, it is also quicker and easier to use. Simply key in the four digit "Citicode" for the share you want, and the appropriate page will appear and automatically update each time the share is traded. For full details ring CitiService on 04862 27431, or send the response frame on *781788#.

As you know, we are currently replacing our entire network. Although we do make every effort to minimise disruption, some service breaks are unavoidable with such major work in progress. We are sorry if you have met with Mailbox or access problems (incidentally, the "Service Unavailable" message is a temporary feature of the changeover), and are very aware of the inconvenience they can cause. Work on the new network — which will pave the way for enhanced services and facilities later — will, of course, be completed as speedily as possible, but may take some months. Thank you for bearing with us meanwhile.

Let's get technical

You will all now be familiar with the new BT Information Services log-on/log-off frames, introduced on April 9th. Unfortunately some customers using microcomputers have since experienced problems accessing or leaving Prestel. This is due to certain types of software relying on characters not specified in our Technical Guide and which the new frames had no need to include. Writers and suppliers of Prestel compatible software should ensure they adhere strictly to the Prestel Terminal Technical Guide, and can order the latest version (price £30) by ringing 01-822 1234. Any customers still experiencing problems should contact our Enquiry Bureau, who will be happy to assist.

Prestel Enquiry Bureau
Telephone 01-822 1122
or *33333# to send a message.

For those of you who are not familiar with it, page 92 gives basic information about the charges you have accrued on whichever computer you are using. Changes Prestel has undergone now mean that the information offered cannot give customers of some of our services a complete picture of their account, so we are now considering new ways of presenting the information, with the longer term aim of providing a more comprehensive facility. Please keep an eye on Customer Guideline for further news.

***333#/*HELP# for Guideline**

See you soon in *Connexions!*
Happy keying,



Dave King
Prestel Customer Relations

July 1987