

*We at NTIS wish you a joyful and prosperous New Year
and look forward to working with you in 2009.*



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Subscriptions to Newsletter Encouraging

We are pleased to report that your response to our invitation to subscribe to the free *NTIS Customer Advocate's Corner* quarterly newsletter exceeded our expectations. We look forward to providing you updates on activities at NTIS, and hope you will take a moment to let us know:

How you are using the information you purchase from NTIS;

Products you are finding difficult to locate but which would be candidates for inclusion in the NTIS collection;

Innovative ideas about how NTIS can better assist you in reaching your business and research goals.

It's easy to forward your suggestions. Simply e-mail me, Pat Moton, at customeradvocate@ntis.gov or call me on my direct line, 703-605-6103.

NTIS Associate Director Shares His Views

Jon Birdsall came to NTIS from private industry in 1993, working in the NTIS Office of Customer Services and ultimately becoming its Associate Director in 2005. More recently, Jon was appointed the Associate Director for Manufacturing and Distribution, but still oversees the Office of Customer Services.

Pat Moton: "Jon, why do you think customer service is viewed with such importance at NTIS?"

Jon Birdsall: "We have a tremendous opportunity as a small Government agency that is service-oriented to set the standard for other Government agencies to follow. NTIS customers are well-educated and

"... we cannot afford to make mistakes—we have to do it right the first time."

RSS Feeds – Another free service NTIS is offering to enhance the knowledge of our customers and help you keep current in your areas of expertise.

DID YOU KNOW THAT RSS FEEDS ARE NOW AVAILABLE AT THE NTIS WEB SITE?

Do you need to keep up with the latest Government reports in a specific subject area? If so, our RSS Feeds are a great opportunity. Just go to our Web page at www.ntis.gov, and click on "Subscribe to RSS Feeds" in the green box on the right near the top of our page.

You can sign up for any of the 39 categories that interest you—and it's free. From Administration and Management, through Business, Chemistry, Civil Engineering, and the Environment, to Health Care, Library and Information Sciences, as well as Military, Nuclear and Ocean Sciences, and even Photography—it's all there. Every two weeks, we'll let you know the new reports that have been added to the NTIS collection in your areas of interest.

IT'S THAT TIME OF YEAR AGAIN



It's time to start thinking about filing your taxes, and again this year NTIS is selling the official Internal Revenue Service Tax Products IRS Pub-1796. The 2008 version is available only on DVD; so if your computer doesn't have a DVD drive, you'll want to think about purchasing one to accommodate accessing the IRS DVD as well as other DVD's you may be considering buying in the future. To find out the particulars of what's on this new version of the IRS Tax Products DVD, just go to the NTIS Web site at <http://www.ntis.gov/products/irsdvd.aspx>.

WHERE'S NTIS EXHIBITING?

We hope you'll be able to stop by whenever NTIS is exhibiting in your area.

From March 12-15, 2009, we will be exhibiting at the 14th National Conference of the Association of College & Research Libraries (ACRL) in Seattle, Washington—Booth No. 600.

From June 14-17, 2009, NTIS will be exhibiting at the Special Libraries Association Annual Conference & INFO-EXPO in Washington, D.C.—Booth No. 631.

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Are there upcoming conferences at which you feel an NTIS exhibit or speech would be a valuable contribution?

Just e-mail me at customeradvocate@ntis.gov or call me at 703-605-6103. I'll be sure your suggestion is forwarded to the proper NTIS management staff.

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NTIS Associate Director Shares His Views *from Page 1*

Jon (Cont.): have high expectations of customer service. As a small Federal agency, we can more easily modify our procedures and policies quickly to accommodate customer needs. Since we are self-supporting and receive no appropriations, we cannot afford to make mistakes—we have to do it right the first time.”

Pat: “What factors play a crucial role in ensuring the highest standards of customer service are at the forefront of NTIS policies and procedures?”

Jon: “It starts at the top with our Director, Ellen Herbst. She sets the standards that she wants the Agency to follow. Ellen’s influence permeates the entire agency. NTIS wants to be the best at providing customer service in the Federal Government. Both Ellen and our Deputy Director, Bruce Borzino, are 100 percent behind that effort. Customer service is at the forefront of everything NTIS does. New product development at our Agency includes conversations with NTIS customer service personnel to define areas of responsibility with an assurance that all the staff members in Customer Service are informed of the product, how it works, and how to resolve customer concerns before the product is offered to the public.”

Pat: “Are there any measurements employed that ensure continued positive interactions with our customers?”

Jon: “Both the Office of Customer Relations and Subscriptions and the Office of Sales monitor, on a daily basis, the telephone system, e-mail requests, incoming mail, and faxes. Requests that come in on the weekend or holidays are always addressed during the next business day. The Dropped Call Rate (the number of customers that hang up after waiting in queue) is an excellent measurement that we consistently keep below the industry average, ensuring that NTIS customers speak to a “live” person without a long wait when calling in on the phone. Customers also may walk into our Bookstore in Springfield, Virginia, where a staff member provides them immediate assistance. The workload in the Office of Customer Services is reviewed daily, and any modifications are made as needed to ensure continued excellent customer service and access. Further, our employees are not rated on the number of phone calls they answer which frees them to take the time necessary to provide the customer with complete, understandable answers to any of their questions. Approximately two-thirds of the calls that come into the Sales area are calls requesting information, only one-third of those calling place orders. ”

Pat: “What changes do you foresee in NTIS’ future approach to customer service?”

Jon: “NTIS customer service will continue to evolve in tandem with the growth of more sophisticated products and lines of communication. We will constantly strive, as we do now, to meet or exceed our customers’ expectations.”



“NTIS customer service will continue to evolve in tandem with the growth of more sophisticated products and lines of communication.”

Did you know . . . ?

[Ellen Herbst is on the Board of Directors of NFAIS](#)

NTIS is a longstanding member of NFAIS, the National Federation of Advanced Information Services. Our Director, Ellen Herbst, is on the Board of Directors and is participating in the update to the NFAIS Strategic Plan.

Representing an international cross-section of publishing, technology, and information providers, NFAIS is a partnership of commercial and nonprofit organizations as well as government entities. Primarily, member organizations aggregate, organize, and facilitate access to information.

[NTIS Offers a Certification Service](#)

Many of our customers don't realize that NTIS offers a certification service. If you require a certified copy of a document in our collection for an upcoming court case, or if your State requires that selected courses be taught only from certified copies of a manual we offer for sale, then this is the service for you.

Orders for certified copies need to be placed over the phone at 1-800-553-NTIS(6847). The fee is \$130 per copy, which includes rush delivery. If you need multiple certified copies of a document, our Sales Desk will be glad to work with you on modifying the fee. (Some of our customers have needed up to 20 certified copies of one manual.)

[Written and Edited by:](#)

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[NTIS Sells Military Publications and Manuals](#)

Have you ever bought an Army surplus tank or helicopter? Perhaps not, but your company may have purchased a large Army surplus item and now needs a manual to go with it—or you may need an Army technical manual (also known as a TM), field manual (FM), Army regulation (AR), or technical bulletin (TB). Most of these can be purchased through NTIS. Just access our Web page at <http://www.ntis.gov/products/military.aspx> for information on how to search for and order these items. Don't forget to take a moment to read the "Search Tips" by scrolling down the page. You'll find them helpful.

[NTIS Sells Armed Forces Recipes, Too](#)

Cooking for large groups, such as scouting organizations, schools, churches, and family reunions, will no longer be as challenging once you purchase the *Armed Forces Recipe Service on CD-ROM*. You'll find 1,700 recipes to make portions for 100 people or more. The recipes can easily be decreased or increased to suit your needs and include nutritional-value-of-food information. Browse through an index of appetizers, beverages, breads, meats, fish, poultry, pasta, salads, vegetables, cakes, frostings, and more. The cost is \$79 domestic, \$158 international, plus a shipping and handling fee. Just ask for product number TM10412. See <http://www.ntis.gov/products/recipes.aspx> for more information.

[If you have not already subscribed, to receive future copies of this free quarterly newsletter](#)

Please send an e-mail to:
customeradvocate@ntis.gov

Please include "Subscribe to NTIS Customer Advocate's Corner" in the subject line of your e-mail.