



## HELPING HANDS EXTEND TO A FOREIGN LAND



A classic example of MFC's devotion to customer service involves a recent shipment of forms to Guyana which is a tiny country on the northern coast of South America. Guyana is so minute that it ranks as the third smallest South American country by area as well as the South America's second least populous country. In fact, Guyana ranks as one of the least densely populated countries on Earth.

Guyana's economy has been undergoing an economic boom since the discovery of crude oil in 2017 and, by some accounts, is now the world's fastest-growing economy. The crude oil discovery was the largest addition to the global oil reserves since the 1970's and rates Guyana as having the fourth highest GDP per capita in the Americas.

All this economic activity prompted Exxon Mobile to contact MFC because it was building a large office complex calling for concrete curbing in their new parking lot. The inquiry from Exxon Mobile was the beginning of a series of information exchanges that resulted in providing a productive set of forms and a very satisfied customer. The MFC customer service toolkit contained a wide variety of resources to help the customer understand our forming systems and steer them to select the correct types, sizes and quantities.



With no previous experience in placing curb & gutter, the customer was guided to a correct set of forms through several channels: website

product details, specific questions and answers about curb & gutter forms, demonstration videos, multiple phone calls and several Zoom meetings. The Zoom meetings were instrumental in guiding the customer through product details encompassing the actual curb & gutter dimensions, the correct quantities of both straight and flexible forms and pouring procedures including placement of control (crack) joints.

MFC customer service did not end with the sale. Chris Grandt was the MFC contact from the beginning to end and checked with Exxon after the prepaid forms arrived in Guyana. The follow-up resulted in some test pours which helped establish setting and stripping procedures as well as the proper location of the control joints.



The end result in the words of the Project Manager for Exxon Mobile: "From Exxon Mobile's perspective, the forms are giving us a professional curb & gutter finish. THESE THINGS ARE AWESOME." An added bonus is that the contractor performing the work would be able to keep the forms and thus continue to add value to the community.