

MEL'S METTLE



ALL EARS

We all have been there. Calling the "800#" of your cable or streaming service and being put on "hold" for an eternity. Or, how about after wasting hours of your time, you finally get connected to a rep who has no ability to solve your problems.

Customer Service exists because no product or service is perfect. It's how a company values customer service that counts. In essence, customer service involves helping people and encompasses an entire journey from first awareness to post-purchase. MFC has existed for well over 115 years because it has prioritized top-notch customer service since its very start.

The history of customer service began in the 1800's with face-to-face communications. The second stage was the telephone era when MFC entered the picture and is still with us today. The third phase started in the late 1900's when the internet revolutionized customer service with e-mail and on-line communications. We are currently in the next stage with the emergence of social media and AI.



"Someone calling themselves a customer says they want something called service."

MFC takes customer service seriously and concentrates on several channels to speed communications with our clients. The phone is "old school", but remains a popular way to provide help, while many customers of MFC now prefer to communicate with us silently via e-mail. Self-service options like FAQ's and training/assembly videos let MFC customers find answers on their own. Interaction with our customers now extends to social media and Zoom meetings, although MFC continues to place a high value on the oldest method of 'em all... face-to-face communication.

MFC believes that our customers are the purest form of quality control. Without thier approval, our business doesn't grow and succeed. We encourage all of our customers to evaluate MFC's customer service efforts and programs.

We are all ears!



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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 Mobiles perspective, the forms are giving us a professional curb & gutter finish. THESE THINGS ARE AWESOME.” An added bonus is that the contractor preforming the work would be able to keep the forms and thus continue to add value to the community.





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LAX PROJECT UPDATE

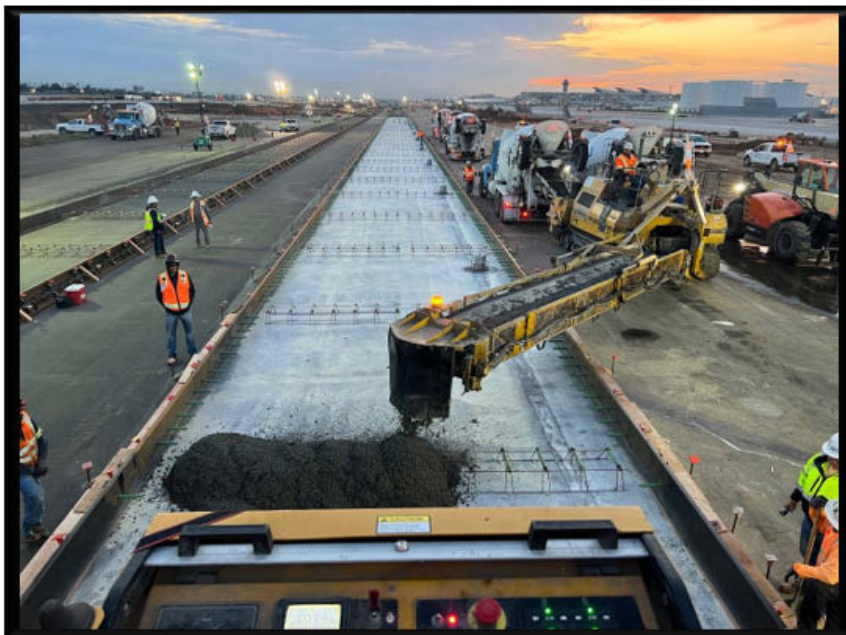


Image Courtesy of Sully-Miller Contracting Co.

The winter/2023 edition of Form to Finish™ featured the massive construction project at Los Angeles International Airport (LAX) as it prepares for the 2028 Olympic Games. Paving operations have not slowed down since our report as MFC continues to provide forms for LAX concrete runways and taxiways.

Project Website

<https://www.lawa.org/transforminglax/projects>