

Movers Specialty Service Implements "Strategic Communications" Initiative

Strategic Communications is a reference to a comprehensive internal communication strategy that entails employee training, knowledge sharing and upward communication. Large and small organizations alike benefit in a measurable way and realize positive ROI when deploying well-planned strategic communication programs. Implementing Strategic Communications empowers your employees and improves company morale. This ultimately results in greater client satisfaction and an improved bottom line. Here's a suggestion: Walk around your workplace and ask 10 employees in different capacities, "are you proud of where you work?" The honest answer to this simple question impacts your clients and your company on a daily basis in a big way.

That's why early in 2007 MSS began an initiative to enhance its Strategic Communications program within the company. The first step in the process was to launch an **Internal Company Intranet** coupled with **Computer-Based Training programs (CBT)**. Internal communications and knowledge sharing has been greatly strengthened at MSS with the launch of these tools. The benefits have been clear with employee turnover in decline and client satisfaction on the rise. Moving forward, MSS is planning to launch function-specific CBTs on top of communicating daily business information and client profile summaries. All of these initiatives are viewed as business imperatives at MSS to increase both client and employee satisfaction. @WWW - Indicates additional coverage at www.mss1.com

Website ReDesign

Movers Specialty Service Launches New Web Site on October 1st with Bold Look and Enhanced Features.

A whole new online experience now greets the 15,000-plus visitors who log on to the MSS website each month. The newly updated site (www.mss1.com) incorporates the latest web design technology, offering both professionals and the casual visitor first-class navigation to quickly gather industry news and information about the services provided by MSS. A more robust online ordering technology, service overviews, information downloads and a company history are just a few of the newly added features which make the website a more useful and efficient tool for our clients. MSS1.com is designed and hosted entirely by our in-house staff. We hope you will visit us in cyberspace and offer us your comments and suggestions to improve our website for your benefit.

Don't miss your chance to win 1 of the 20 iPod Shuffles MSS is giving away for the opportunity to hear your honest and accurate feedback. The contest is now available on our website and runs until October 19th, 2007. Winners will be notified by November 1st - Good Luck!

Welcome!

Please review this refreshed look of our in-house publication, "The Source". In this new format, we hope to achieve several goals to benefit you, our valued clients.

First and foremost, the purpose of *The Source* is to provide our clients with a quick-read of news, events and insights into our workplace and the relocation industry. The Industry News section provides you with current trends and valuable insights to add to your knowledge and educate new team members.

Second, our volunteer writers and editorial staff are made up of the same MSS employees you work with every day. Source committee members "scour the halls" of MSS to provide you with our best practices and lessons learned.

Third, we have printed this publication in robust, full-color to enhance our photographs and graphics creating a more enjoyable reading experience. Finally, certain articles require more in-depth coverage and an enhanced media delivery so we created a *Source Page* @ www.mss1.com. Look for the following key symbol to indicate web coverage: @WWW

MSS Source Committee

Phil Blocklinger	Kristine Doyle
Adam Goyette	Jeff Hitchcock
Kathy Perez	Samantha Rosania
Brian Schaeffer	Robert Ursino

Our goal of providing an informative and useful publication can only be achieved with your comments and suggestions. Please contact MSS Corporate Communications at 800-433-1159 or email Rob at robu@mss1.com.

Industry News

Asking the Right Questions Provides a Smooth Move

At MSS, we believe an integral part of the service process is to get as much information from the transferee as we can. Asking the right questions early on will help lay the groundwork for a much smoother move experience for your transferee. In an effort to streamline this process, we have developed a list of questions that will help ensure customer satisfaction. @WWW

Washers

Front Load or Top Load?

Dryers

Gas or Electric? Hard-wired?

Grandfather Clocks

What brand of clock? What is the age/value?

Crating

High value or delicate items?

Overseas Customers

Are items being crated?

Swing Sets

Wood or metal? Is it cemented into the ground? What is the general condition?

Wall Unit

Is this an assembled piece that can be taken apart or was it custom made or built on-site?

Piano

Is it a Baby Grand, Grand or Player Piano?

Flat Screen TV

What type of television? Plasma, LCD or DLP?

It is important that you learn as much as you can about the transferee's prior relocation experience as it relates to these items. Identifying and communicating their expectations up front will help ensure those expectations are both met and exceeded on delivery day.

Collective Rate Making and Tariffs: The End of an Era

Unless another deadline extension is granted on January 1, 2008, the moving industry will lose its antitrust immunity to collectively set rates. This decision was rendered by the Surface Transportation Board (STB). Along with the rest of the motor carrier industry, this decision applies to the Household Goods Carriers' Bureau, which develops and publishes the interstate moving industry's Tariff 400-N and the newer Tariff 600.

The Departments of Justice and Transportation were two proponents for abolishing the industry's right to set collective rates. Their belief is that in doing so they will be encouraging a free market and competition among the individual companies. Both departments believe that the elimination of antitrust immunity will truly benefit household goods transferees.

Under this decision, all collective discussions of pricing by members or committees of the various trucking industry ratemaking groups can no longer take place following the Jan. 1st effective date or they will be subject to criminal and civil penalties under the nation's antitrust laws.

After a quarter of a century of collective ratemaking with antitrust immunity, how will the industry position itself in this new environment?

Will the existing 400-N and 600 tariffs be allowed to be used individually by companies?

Will we see the emergence of new and creative pricing vehicles in the marketplace?

...Stay Tuned!

"A verbal contract isn't worth the paper it's written on."

- Samuel Goldwyn

A little over 5 years ago, MSS had only a handful of pricing matrices. However, because of the changing trends in the relocation industry, our current total has escalated to over six hundred. Our solution was to create the position of Contracts Manager whose primary responsibility is to manage the everyday development and administration of these contracts.

We have also established a **Price Schedule Group** whose members consist of representatives from accounting, sales, and senior members of management. The group's primary purpose is to assist in properly considering the various pricing needs of our move partners.

By centralizing the pricing and contracts process, MSS has developed a procedure that not only frees up time for our coordinators to concentrate on the needs of our clients, but also facilitates a more seamless billing process. The end result is a more positive experience for the transferee - which is everyone's ultimate objective.

MSS' main goal is to ensure that we are able to support our customers in their contractual obligations and to be available to answer any questions that may arise.

We are pleased to offer you a single point of contact to assist in developing proactive solutions to your pricing and contract needs. Please contact Kathy Perez at 215-393-1900 x2271 or email at kathyp@mss1.com.



Employee News and Events

From the desk of..

Walking The Tightrope with Samantha Rosania



Working in customer service in the 3rd party world is much like walking a tightrope. As a VIP Coordinator I am always striving to deliver the highest level of service for every order I receive while balancing the needs of our Clients and VIP Transferees along with the needs of our Service Technicians.

From start to finish - transferee contact, updates, date changes, and service confirmation; I manage all aspects of VIP 3rd party service requests from the moment the initial order is received until it's completion. VIP service orders require delicate handling, for which I provide a single point of contact, and arrange any special services needed. Coordinating all of this without losing my balance can be quite difficult at times, as the expectations from our VIP transferees for us to perform perfectly is extremely high. Constant attention to the details of scheduling and keeping the lines of communication open between our client, transferee, technician and myself is what allows me to keep from slipping off the high wire into the pit of sub par service.

The payoff is smooth service, a transferee who is pleased with their move, a customer who has peace of mind and a graceful, effortless-looking stroll on the high wire for me.

Samantha Rosania is a VIP Coordinator at MSS and has been with the company for 4 years. Prior to that she spent 2 years as office manager for a local independent moving company.

From the desk of..

The above feature section will appear in each issue of *The Source*. Our goal is to feature an employee to write about their day-to-day perspectives, growth opportunities, or even personal achievements. It may be all business or all fun; we'll leave it up to the writer!

Keeping the Lines of Communication Open

Recognizing the high value of upward employee communications and open dialogue between employees and management, MSS has initiated new programs in 2007 designed to keep the information lines open across the company. A "Suggestion Box" was created on the **MSS Intranet**, accompanied by an "Answer Box" which contains timely answers to employees. The *Suggestion Box* provides an anonymous method (optional) to offer suggestions and to report concerns in a non-threatening forum. The *Answer Box* allows management to answer employee questions directly with detailed explanations. This provides a public forum for all employees to learn and benefit from the suggestions and concerns of one employee that are shared by, or may directly affect, many others. This important new forum is part of our effort to strategically improve internal employee communications. **The Town Meeting Hosted by the CEO** is another such forum designed to improve dialogue between employees and Tim Hughes, President/CEO. @www



May

MSS Employee of the Month 2007



Pat Tramontana,
Customer Service Support Team Leader

"The expertise Pat has acquired as leader of the CSA team is evident in the high volume of orders that pass through her computer and phone lines which are handled accurately and quickly."

Pat has been with MSS since 2000



Laura Orsino,
Customer Service Support Supervisor

"Laura is an awesome leader and a real blessing to MSS. Rising star is not the word for her, irreplaceable is more like it."

Laura has been with MSS since 1999

June

Steve Bonde,
Supervisor of Local Operations

"Steve has shown initiative and savvy under pressure that is way above and beyond."

Steve has been with MSS since 2006



July

Amanda Schaefer,
Receptionist

"Amanda is a delightful asset to the company. She never refuses to help out with project work and often has her plate overflowing with requests from various departments."

Amanda has been with MSS since 2006



August

MSS Managers Reward Employees at Annual Picnic

Movers Specialty Service held its 8th Annual Manager's Picnic on Wednesday, July 18th. **The Manager's Picnic** is one way MSS managers give back and show appreciation for all our employees' hard work throughout the year.

This year the picnic kicked off with an opening ceremony featuring guests from Variety - The Children's Charity, a charity that helps children with disabilities. Among those guests was locally renowned singer, Timmy Kelly who sang a moving rendition of the Star Spangled Banner. Tim Hughes then presented Andrew Pack, Executive Director of Variety, with a check from MSS for \$15,000 as well as a special needs bike for Timmy Kelly. This custom designed bike, will enable Timmy to ride it with minimal assistance.

Following the ceremony employees were able to enjoy burgers and hot dogs while playing some of the games at the casino themed picnic. Games included Blackjack, Roulette and the Wheel of Prizes, which for \$1 employees could spin for various prizes. All proceeds donated were given to Variety. We also had various prize drawings and a Basketball Sharp-Shooter Tournament, which Nick Bruzzese from our Red Team won. A great time was had by all MSS employees! @www

MSS Invites Employees to "Improve Your Health"

This past summer the Employee Appreciation Committee at MSS developed an optional team weight loss competition for our employees. The Committee thought it would be beneficial to hold a contest to help motivate employees to live a healthier lifestyle.

As a result, the **Improve Your Health Contest** started on June 5th with 39 people making up 15 different teams. Each group came up with a team name and had their initial weight and photos taken so they would be able to look back upon their progress. The team weight loss percentages were posted every week on our company Intranet for all to review. A prize was awarded to the members of the team that had the largest average percentage of weight loss. It was amazing to see how well the teams performed and the excitement the competition created around the office. MSS is now over 269 pounds lighter and we all hope the competition has jump-started our employees into leading a healthier lifestyle.

Even our summer program, **Free Ice Cream Fridays**, became healthier with the competition going on as many employees were looking for a low-calorie option. To that end, our local ice cream vendor was asked to supply frozen fruit bars for those in the competition.

Emergency! Need Plasma/ LCD Kit to Save Transferee!

Plasma TVs represent a challenge in more ways than one, containers, sizes, and pricing to name a few. An additional concern at destination is the base/stand mounting hardware which includes 4-6 small screws that may at times 'go astray'. Furthermore, manufacturers often fail to identify the hardware requirements and proper size(s) in their own manuals. In our effort to improve efficiency in the process, MSS' own Marc Rivera and Dave Pra began to investigate the various makes/models of TVs along with the possible hardware requirements.

The end result was the creation of 5 Emergency Plasma/LCD 'Kits' that can be immediately shipped to MSS Destination techs. Now, when a situation is encountered, MSS can have a kit on its way the same day. We would like to thank both Marc and Dave for their efforts, which are greatly appreciated.

Lydevichine
Pravongviengkham
a.k.a. "Dave Pra"

