

A Letter From The President



I have to be perfectly honest and admit there was not a well thought out vision when I started MSS back in 1978. My desk was a sofa in my apartment and my support staff was my wife, Aurora.

I checked with the newly hired phone answering service to see if they were ready, my new toolbox was in the trunk of my car and I was ready to go with maps covering my 'expansive' territory of the five county Philadelphia market. By the end of the first day – no calls. End of the week – no calls. Monday of the next week I was back on my brother Bob's moving company payroll. The first year was pretty bleak—6 mover accounts, an average of 7 jobs a week, an average invoice of \$36.00 per job and total revenues of less than \$15,000.00. But I kept at it and today we lead our industry. We handle 4,000 – 5,000 jobs per week and we count the greatest moving companies in the world as our clients. How is that for fast forwarding? This has been a very rewarding journey for me, and I am so grateful that so many have been part of it along the way!

Our challenge now is to continue to elevate our profession, to listen and respond to our client's needs, to be proactive and responsive and strive to become the best service company in the world. Lots of companies can do a good job, but it's rare that a company can consistently deliver a fantastic experience for a customer. That's the kind of company I want MSS to be. That's the kind of service I know we can provide if we stay true to our company's Mission Statement, "Dedicated to restoring order and comfort to the lives of corporate transferees and their families."

Tim Hughes - President / CEO

MSS is bringing on the MAGIC of service excellence to our customers

Company-wide training at all "customer touch points" in store for MSS employees prior to summer blitz

Starting in April MSS has expanded its commitment to training and employee development in a very big way by implementing MAGIC best-practice service excellence training across the company. This training will begin in April and continue through early May and will touch over 100 MSS employees who interact the most with both internal and external customers. "The business reason for implementing this type of training now is to raise the bar at MSS during every service interaction by exceeding our customer's rising expectations," says Maria Bunch, Vice President of Client Relations.



No business today can exist without good customer service. To thrive, however, you need to go beyond "good" and consistently deliver "exceptional" service. The MAGIC of Customer Relations® program will show MSS employees in specific terms how to Make A Great Impression on Customers so they return for business again and again. Using highly skilled certified trainers from Communico, the MAGIC program will enhance MSS employee's ability to listen to customers in a way that makes them feel valued. Approaching customer service with this attitude ensures their loyalty and directly affects the company's bottom line. "There is no doubt that today's customers demand exceptional service every time they contact MSS", says Maria. Brian Jensen, Vice President Human Resources adds, "MAGIC shows you how to meet and exceed our customer's expectations by following a simple yet powerful 5-step model. This model comes to life through real life skill practices tailored to simulate our most common customer contacts. Applying the principles of MAGIC will assist employees in effectively measuring the quality of each interaction and understanding and meeting the needs of customers more quickly."



Communico Ltd. is a Westport, Connecticut based, training provider contracted by a wide array of successful corporations, including MSS customers such as CARTUS and Budd Van Lines. CARTUS has been so impressed with the results of MAGIC training on their own service staffs that they highly recommend the program to their key suppliers like MSS. Maria Bunch recounts, "In a recent meeting at CARTUS with Tim Hughes, Jeff Hitchcock, and myself CARTUS was very impressed to hear that MAGIC has made its way to the halls of MSS! MAGIC training represents a significant financial investment in the training & development of our service teams and we are proud to offer this special opportunity to our team."

Industry News

THAT WAS THEN... 1978



All aspects of AR use to be one in a "one-write" system using a method that acted similar to carbon paper. All pieces of the paper had to be lined up properly to make sure it got on the correct line. All Invoices were also hand written on a 5" x 8" piece of paper.

Jennifer Muehlbronner



Technicians would need to use transferees' house phone to call in to MSS using our 800 number (which at the time was a new service). If they were on the road and needed to call in they would have to stop and use pay phones.

Mike Allen



Less than 10% of Americans own a computer



Cost of a stamp was \$0.13



MSS had one employee handling all dispatch responsibilities. All jobs by day and month were written by hand on a large white board (Dispatch board).

Chris Hughes

THIS IS NOW... 2008



MSS uses a completely electronic process to track orders, view notes, scan paperwork to a specific order, etc. The system also connects electronically to our Accounting software so we no longer need to worry about inputting each individual invoice we process.

Jennifer Muehlbronner



76% OF AMERICANS NOW OWN A COMPUTER



MSS has a team of dispatchers who handle jobs by state. Our MOSES Internal IT management system allows all dispatchers access to all job records.

Chris Hughes on Operations



Techs are equipped with portable cell phones, many of which have email access and photo capability.

Mike Allen



COST OF A STAMP IS \$0.41

Employee News and Events

From the desk of...

BACK TO THE FUTURE WITH KAIT SCHAEFFER

1980

1990

2000

2010



I started at MSS back in the summer of 1993 as a customer service coordinator; I was the third coordinator on board. At this time, we had only two nationwide dispatchers and one local dispatcher who started right before I did.

Technologically speaking, MSS was pretty modern for the time! We had a fax machine, one copy machine, and only one computer. Compared to the computer tools of today, we had a lot more manual work, especially when filing paperwork. If one needed a mover's price schedule, they needed a sharp eye and quick fingers to survey the growing number of customer file folders. We did not have any "affiliates" to be concerned with at the time. We wrote down all the phone and pager numbers for technicians; same for movers and move coordinators. The process of keeping files up to date and organized was a very time consuming necessity of the time.

The hours at MSS were around 8:30 AM – 5:30 PM; there wasn't a night crew supporting beyond our time zone. If one needed to sub a job in a challenging area

after dispatch had gone for the day, they checked a small plastic container holding 3" x 5" index cards (this contained ALL of the primary/non-primary techs information). Customer service, dispatch and the accounting department were located within a space about the size of our lunchroom today.

MSS has come a long way! Today, we use advanced computer software such as Moses, Email, MSS MySpace, the Intranet, a Quality Management System housing our research data and forms. In the field our technicians now all have cell phones (back in the day, some had pagers if we were lucky). We now have teams such as an order entry department, transferee call team, customer service assistants and a VIP team which were non-existent when I started.

It is true that it was a "simpler" time back then, but when I stop and think of all the paper shuffling, searching for information and the getting up and running around, I can fully appreciate the technological conveniences that we benefit from today.

2008 National Subcontractor Conference Makes History



The 2008 Subcontractor Conference was a multi-faceted event if there ever was one—built on the company's rich past, we celebrated our present success and answered a historic call for change to ensure a promising future for MSS and the subcontractors across the nation who make it all happen. This year's conference was held on February 29th, March 1st and 2nd at the Hyatt Regency on the waterfront in Philadelphia and was the largest event ever held by MSS. Employees and subcontractors packed the Main Ball Room of the Hyatt to capacity.



Our conference theme was "Celebrating 30 Years of Listening, Learning and Growing." The weekend started Friday morning with an open house at MSS facilities in Montgomeryville. A "Hall of Fame" of past subcontractor award winners adorned the main hallway of MSS and will remain a fixture to remind every employee of the names and faces of those subcontractors who consistently give their best to our customers. The day was concluded with informal cocktails at an opening welcome function Friday night at the Hyatt.



History remained the theme on Saturday morning when Tim Hughes kicked off the conference with stories of how it all began when Tim created MSS thirty years ago. Later in his speech, Tim turned to the present state of MSS and thanked subcontractors and employees alike for a job well done in 2007 and some positive predictions about MSS prospects in 2008. Following Tim, the keynote speaker Saturday morning was David Cox, General Manager for Graebel Quality. David's energetic presentation highlighted what MSS does best to win over the hearts and confidence of our customers. David was also very complimentary about MSS's approach to technology and new service innovations. Any MSS employee present for Mr. Cox's eloquent speech would beam with pride about how this key customer views MSS as the true leader in service excellence in the third party relocation service industry.



The next presentation by David Brace discussed the business of MSS in the future and the importance of measuring our strengths and addressing our weaknesses through metrics-management. David introduced the new SEMI program focused on holding our subcontractors accountable for the same performance measures that our customers now demand of MSS. Chris Hughes reinforced this message in a big way on Sunday morning by demonstrating how every negative service interaction has a ripple effect across hundreds of customer points in the service chain.



Following Dave's presentation, Tom Fialcowitz held an interactive session of "Hot Tips and New Tricks" discussing the newest service techniques developed to assist our subcontractor network in the performance of their job. Then on to some team building and fun as buses transported everyone to Philadelphia's National Constitution Center, which was very well received by conference goers. Upon arrival back to the hotel everyone attended the awards dinner. The festive mood and focus was carried into Sunday morning when Chris Hughes presented his wrap-up using Sunday Funnies and a commemorative video which raised the spirits of everyone before saying their final goodbyes.



What will the future hold? Tim Hughes answers that question specifically during his opening speech:

"Our challenge is to continue to elevate our profession, to listen and respond to our clients needs, to be proactive and responsive and strive to become the best service company in the world."

It was the intent of this conference to bring that message home to every subcontractor while at the same time thanking them for a job well done and inviting them to be a bigger and better part of the bright future that most certainly lies ahead for MSS and the customers we serve.



Remembering Jess Gallagher

MSS recently lost a valuable employee and very special young lady. Jessica Marie Gallagher, 19, passed on March 8, 2008.

Jessica's car was traveling in the heavy rain when it hydroplaned and collided into heavy equipment stored on the shoulder of the road. The State Troopers said that Jessica was taken instantly and there were no other passengers in the car. Jessica lived with her parents and siblings in Lansdale. She was the beloved daughter of Ronald L. Gallagher, Sr. and Robyn Ann Gallagher.

Jessica graduated from North Penn High School, Class of 2006 and would have graduated in August with an associate's degree in business.

Jess touched the hearts of family and friends with her zest for life and generous nature. She will be remembered for her free spirit, outgoing personality, contagious smile and beautiful blue eyes that lit up the entire room. Jess loved sports and played for the North Penn Valley Girls Softball Association. *We will all miss her dearly.*

What's New at MSS!

COMPANY EASTER EGG HUNT



MSS held our 3rd Annual Easter Egg Hunt on Saturday, March 15. The egg hunt was for all employees and their families. It was held at MSS on the front lawn. There was a total of 3 egg hunts: one for 0 to 3 year olds, one for 4 to 6 year olds and one for 7 years and older.

"IMPROVE YOUR HEALTH" CONTEST

Starting April 1st through June 27th MSS will hold it's annual "Improve Your Health" Contest. Employees are encouraged to create their own groups consisting of 2-3 employees who want to feel better, look better and be healthier. Groups are also being asked to come up with a team name. This team name and their percentage of weight loss will be posted and updated every week in the office. Before and after photos will be taken (not posted), which will enable employees to see how well they progressed throughout the competition. A prize will be awarded to the members of the group who have the largest average percentage of weight loss (not just pounds lost).

30th ANNIVERSARY CELEBRATION

MSS held our annual holiday party at the Whitemarsh Country Club. This year was especially significant as MSS celebrated 30 years in business. A Chris Hughes' comedy routine, brilliant fireworks and the annual awards were some of the highlights that made this night so memorable for our employees, family and friends of MSS.

