

OUR CUSTOMER:



**M&C
Specialties Co.**

M&C Specialties Changes its Focus and Cashes In

Company at-a-Glance

M&C Specialties, based in Southampton, Pennsylvania, converts, fabricates and distributes pressure-sensitive adhesives and non pressure-sensitive products. Since 1945, the family-run company has been providing custom fabricated die cut tape components. The company employs nearly 200 people and serves the electronic/industrial, transportation, and healthcare markets from the United States, Ireland and China. M&C Specialties has a commitment to quality and service with ISO 9002 and QS 9000 certifications, and FDA registration.



The Challenge

For more than 55 years, family-run M&C Specialties has prided itself on providing quality products and services. The company has many hard-working employees who focus on doing their jobs well. However, such a work ethic can mean that employees become too internally focused and fail to look at the business from the customer's perspective. In fact, a key customer had just stopped doing business with M&C as a result of poor service. The company was learning the hard way that quality products alone don't add value for the customer.

The Customer Focus Advantage

About that time, Don Rauch, president and CEO, heard Howard Hyden speak on customer focus at a meeting of his TEC group, now known as Vistage, a roundtable of corporate presidents and CEOs that meets regularly for professional development. Several members of the group, including Rauch, were so impressed that they got together and asked Howard to speak to a group of their employees. Afterward, Rauch decided to send all of his employees at the time through two-day workshops with Howard.

"We look more now at the lifetime value of the customer. In the two years after Howard conducted workshops for us, we realized a return of probably 8-10 times our investment."

Don Rauch, President and CEO

"I wanted to get people thinking about customer focus," Rauch explained. "I wanted them to realize the customer's viewpoint and for them to recognize that, internally, we're all customers and vendors of each other as well."

Many M&C employees had never been in a business setting outside the company's four walls and Rauch noticed some were even a little nervous about going to the event. But Howard's message clearly made a strong impression on the employees. "It was remarkable to see," Rauch said. "Howard's message is not really analytical or technical. It's basic in its philosophy and that's what makes it so effective. Everyone can understand it."

Soon after the workshops, employees began putting their new perspective to practice. One employee wrote the disgruntled customer a sincere letter asking for another chance to show their customer commitment – and the customer gave M&C another chance! Employee teams formed and came up with customer focus ideas such as changing the internal dress code so everyone felt like more of a team, and sending thanks to customers at Thanksgiving, instead of at Christmas.

The Result: An Investment That Continues Paying Off

The newfound mindset of customer focus at M&C now influences all the company's actions – and has been very kind to the company's bottom line. The formerly lost customer alone has purchased from the company many times since returning.