

July 14, 2014



## **MSA Customer Experience 2014 Mid-Year Update**

To: All MSA North America Channel Partners  
From: Larry Konsin, Director, MSA NA Customer Experience

### **Announcing the MSA Channel Partner Customer Experience**

At the start of 2014, MSA Safety strategically prioritized the exceptional, reliable, and deliberate Customer Experiences of our Channel Partners as the most important growth opportunity today - and in our future.

The first half of our 2014 CP Customer Experience (CX) journey involved 24 Channel Partners (CP) and over 100 MSA customer-facing Associates, from across North America, prioritizing CP needs on:

1. Expert Support
2. Reliable Delivery
3. Web Tools
4. Rep Training
5. Product Issues

Driven by CP Validation Meetings on January 14<sup>th</sup> and April 30<sup>th</sup>, MSA's new CX Cross Functional Teams (CFTs) began taking action on over 40 CP "Priority Touchpoints" (where our CPs intersect with MSA in the daily course of their business) tied to those 5 prioritized CP needs, and dedicated to fixing and improving several MSA business practices and support systems. For example the:

- Subject Matter Expert CFT is now working on initiatives to improve Applications and Technical Support, while developing a more responsive "Customer Culture" to better meet CP needs
- Delivery Improvement CFT, together with the MSA Global Delivery Improvement Team, is driving consistent delivery dates, standard lead times and ship date change notifications
- Website CFT, in conjunction with our Global Digital e-Business Team is working to make our website more intuitive, simpler and quicker!

MSA CX Mid-Year Updates, similar to this one, are also being sent out to our End Users across North America to let them know of progress we are making in these areas. You can expect future updates in the months ahead as the fixes and improvements are put into place. You have received this email because you have subscribed to MSA. As always, if you would like to unsubscribe to it you can do so below.

Thank you for your business, your contributions to our CX effort, and your support. It is much appreciated as we stay focused on providing you a Customer Experience - Like No Other!

Feel free to contact me if you have any questions, comments, or suggestions; please email me at [Larry.Konsin@MSASafety.com](mailto:Larry.Konsin@MSASafety.com) or call my mobile at 412-327-0005 on any MSA Customer Experience.