

BETTER POLICIES AND PROCEDURES REDUCE TURNOVER RATE, INCREASE SALES

ABOUT EAST COAST EROSION BLANKETS, LLC. East Coast Erosion Control is a leading manufacturer of a global portfolio of erosion and sediment control products. Founded in Pennsylvania in 2002, East Coast Erosion expanded to its Lake City, South Carolina location in 2005. Though the business and product line have grown considerably, East Coast Erosion remains faithful to its commitment to provide quality products and superior service to its customers. The company has multiple manufacturing facilities to expedite the shipping process and minimize costs.

THE CHALLENGE. While in Pennsylvania, East Coast Erosion worked with their local MEP system for guidance. After expanding to South Carolina, the company sought assistance from the South Carolina Manufacturing Extension Partnership (SCMEP), part of the MEP National Network. East Coast Erosion had many employee absentees and the turnover rate was high. After several staff members attended training courses at the SCMEP facilities, the company requested a Discovery Assessment to determine the root cause of their turnover issue and improve the job retention rate.

MEP CENTER'S ROLE. SCMEP visited the Lake City facility to meet with key members of the East Coast Erosion team and review the company's procedures. After a few weeks, SCMEP had enough information on what was working and what needed improvement to discuss the findings with company leaders. East Coast Erosion decided to embark on an HR Compliance Support project based on the feedback from SCMEP.

As part of the project, SCMEP worked with East Coast Erosion personnel to review and modify the company's policies. Together, they identified common issues, patterns of employee behavior, and limitations in the existing system. The review prompted East Coast Erosion to create a new PTO policy and hourly non-exempt attendance policy to ensure consistency across the company for all applicable employees.

Next, SCMEP trained upper and middle management in more effective interviewing techniques. They identified things to look for in potential employees, including questions to ask to ensure their goals aligned with the company's goals. The investment in workforce skills improved East Coast Erosion's hiring process and overall productivity, increasing sales. The company successfully retained jobs and decreased the costs associated with high turnover.

"We are excited to continue our work with SCMEP in the future. They are extremely responsive and we have been able to utilize the resources they have equipped us with in our other locations as well. Their work has helped us take a step forward and become a top manufacturer in our industry. SCMEP has been instrumental in helping our company grow and has given us everything we need to continue moving forward."

-Dianne Smith, President

RESULTS



\$50,000 in increased sales



\$56,000 in new investment



\$10,000 in cost savings



5 jobs retained

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