



Imlach Group Case Study

WEBSITE: IMLACHGROUP.COM

INDUSTRY: MOVING & RELOCATION

3.5X
INCREASE

In survey
capacity per
surveyor

20%
INCREASE

Of survey accuracy
compared to
on-site

98.6%
AVG RATING

From customers
following a Yembo
AI-assisted survey



Company Overview

Imlach Group, based out of Detroit, MI, is a family-owned business that has been in the moving industry for more than 95 years. The founder, Charles Imlach started out by helping local families and businesses move in their spare time. However, when he saw that people needed a trustworthy mover, he and his sons started Imlach Group in 1924. Now, Imlach Group specializes in providing top-of-the-line relocation experiences for individuals and companies looking to move locally, nationally, or internationally. Since 1951, as an agent of the Atlas Van Line network, Imlach Group has built and developed its reputation on the principles of trust, quality service, and a constant commitment to exceeding customer expectations.



Summary

As part of their commitment to customer success, Imlach launched their video survey program near the end of 2019 utilizing various virtual communication tools. Ultimately, they figured this would result in the ability to perform more surveys in a shorter timeframe with a better customer experience compared to in-home surveys. With the onset of COVID in 2020, this became the main method of surveying for the company. Three things became immediately apparent:

1. Customers appreciated the online experience.
2. Imlach saw a significant reduction in overhead surveying costs.
3. A much higher number of surveys could be conducted virtually than in-home.

Despite these benefits, a number of challenges remained. Accurate virtual surveys still took too much time and limited the potential daily survey output to 3 to 4 surveys per day per surveyor.

Additionally, Imlach found that they were spending a large amount of capital for surveys to be conducted by a third party for shipments outside of their immediate local market. After testing a variety of surveying tools, Imlach Group determined that the Yembo's AI platform offered the most desirable and effective technological remedy to address their needs.

After leveraging Yembo's AI technology to the fullest extent, Imlach Group recorded a **3.5x** increase in potential daily survey output per surveyor. In other words, surveyors could now perform 10-12 surveys per day as opposed to the 2-3 on-site surveys they used to complete. Additionally, the customer experience during the survey skyrocketed, securing a **98.6%** average rating from customers following a Yembo AI-assisted survey. Bottom-line, Imlach Group, with the aid of Yembo's AI technology, decreased the time needed to complete a pre-move survey by over **66%** while recording a significant increase in customer satisfaction throughout the survey process.



The Challenge

After doing an initial audit of their survey processes, the Imlach team identified three key challenges facing themselves, their process, and their customers' experiences. **First**, the Imlach team was not in the position to expand into different local markets or keep the necessary employees on staff to complete the workload of nearly 3,000 surveys nationwide per year. **Second**, because their manual process took hours of time and effort for the surveyor, they often found themselves outsourcing the labor to other Atlas Agents nationwide for a flat fee per survey. **Third**, they found that customers did not appreciate the long wait times when scheduling on-site surveys, the occasional delays due to traffic or weather, or changes in the estimated price due to a poor or inaccurate survey. They concluded that these key factors warranted a full process change and the implementation of technological assistance to help mitigate costs, improve customer satisfaction, and standardize and streamline the survey process.

By design, Imlach Group had always maintained a small and streamlined workforce. However, as the company grew, so did the number of inbound survey requests. With the on-site survey process, the Imlach team had to manually record items from each room in the customer's home and create an inventory list. Due to these manual constraints, the Imlach survey team could only accomplish 3-4 on-site surveys per surveyor per day. This required them to contract outside Atlas Agents to help conduct and review surveys. Over time, the growing influx of surveys forced the Imlach team to decide between three options:

1. Expand the company and hire surveyors throughout the country to handle incoming survey requests.
2. Continue to export the survey labor to other Atlas Agents at a significant cost-per-survey (CPS) fee.
3. Find a solution that would empower their current employees with the ability to handle a larger load of surveys.

Because the first two “options” were not feasible from a monetary or logistical perspective, the Imlach team began their search for a tool to aid them in streamlining this pivotal business process.

At first, Imlach Group experimented with various forms of communication and surveying. These forms included:

1. Recording the customer’s home while on-site and surveying it after the fact.
2. FaceTiming or using a similar video communication software to view the customer’s home.
3. Using a proprietary technology developed by their corporate office to both virtually record the customer’s home and survey it manually afterwards.

While the Imlach team saw some success with each of these options, it was clear that these were only temporary solutions to a permanent problem. Once the COVID-19 Pandemic began, Imlach Group was forced to find a more permanent, technological, and customer-centric solution.

While searching for the right solution, the Imlach team worked tirelessly to eliminate the options that would put any strain on the customer. Some solutions they found required the customer to download an app (which posed a problem for some customers who only possessed a work phone that did not permit them to download apps). Other solutions offered a purely web-based experience, but required that the customer interact with a non-Imlach representative. Still, other solutions required the customer to manually complete an itemised inventory of all the goods moving from their home by themselves. After a comprehensive audit of each of these surveying solutions, the Imlach team determined that Yembo offered the most robust and comprehensive set of tools to streamline and facilitate an unparalleled and non-intrusive survey experience for their customers.



The Solution

“

The Yembo platform offers moving companies both large and small, old and new, the ability to scale business processes with ease - all while providing a unique and exciting experience for the customer. Yembo is to the movers what the Swiss Army Knife is to the Boy Scout - a tool that improves, enhances, and streamlines your everyday tasks.”

Patrick Gomez

Head of Virtual Operations

Since the inception of Yembo into the day-to-day operations of the Imlach Group, their team has seen an immense amount of success and growth in their three key challenge areas. This significant success and growth has led to monetary savings by way of survey personnel reductions, the elimination of outsourced labor, and the ability to employ hourly laborers (usually college students) rather than full-time salaried surveyors (who often came with additional costs). Additionally, Imlach's success has led to an overall customer satisfaction rating of 4.93/5 (98.6%) which continues to grow with each survey that they complete.

In terms of personnel needs, Patrick Gomez - Imlach's Head of Virtual Operations - has been able to reduce the necessary full-time surveyors from 5 to 2. That marks a 60% reduction in required personnel to complete the ever-increasing survey workload. The personnel decrease has been made possible due to the Yembo platform enabling each surveyor to increase his/her weekly survey capacity from 10-15 surveys per week to 40-50 surveys per week. This marks a 250% increase in survey availability for each surveyor. Tangibly, this means that each surveyor can produce more than 2000 surveys per year.

While Imlach had outsourced many of their surveys to other agencies and companies at a significant cost to themselves, the concept of outsourcing surveys is a distant memory. All survey requests are now handled by an Imlach representative

ensuring continuity of brand experience from prospecting to completion of services. Similarly, the Yembo platform has enabled the Imlach Group to eliminate all outside survey costs and bring the survey experience to a completely virtual platform, while offering the same personal touch that comes with an on-site/in-person pre-move survey.

By integrating with the Yembo platform, the team at Imlach Group eliminated customer wait times for surveys, did away with the concept of a delayed or cancelled survey due to traffic or external factors, and improved the percentage of accurate surveys by nearly 20% from on-site surveys. Customer satisfaction is soaring and as early-adopters of the Yembo platform, Imlach Group helps lead the charge into the frontier of a more streamlined, modern, and customer-centric moving industry.

“

Yembo is empowering the next generation of movers - helping make old movers relevant again and helping small movers compete with the industry giants. Yembo is the stone that truly helps and empowers Davids to beat Goliaths.

Patrick Gomez

Head of Virtual Operations



Results

After Imlach decided to bring Yembo into the fold, they saw significant success throughout the organization. In brief, since they've started using Yembo, Imlach has experienced:

- **3.5x increase** in surveyor efficiency (Per Surveyor: 10-15 on-site surveys per week increased to 40-50 Yembo surveys per week)
- **20% increase** in number of accurate surveys from on-site surveying
- Conservative savings of nearly **\$500,000** (car allowances, auto-expenses, outsourced labor, payroll expenses, technology expenses)
- **98.6%** average rating from customers following a Yembo AI-assisted survey.



We want to work with you!

Contact us to learn how Yembo can transform your business!



sales@yembo.ai



+1 (833) 469-3626



yembo.ai