



JK MOVING
SERVICES

JK Moving Case Study

WEBSITE: JKMOVING.COM

INDUSTRY: MOVING & RELOCATION

5.9K+
MOVES

Booked using
Yembo

94%
ACCURACY

On surveys
conducted

87%+
INCREASE

In revenue
growth YTD, YOY



Company Overview

Since its founding some 40 years ago, JK Moving Services has grown from a small, local business to the largest independent moving, storage and logistics company in North America. Today, JK Moving manages more than 18,000 residential and commercial moves across the continent each year. JK Moving has built a reputation as an industry leader in pioneering the latest technology and innovative processes to ensure exceptional care and service to its customers.



Summary

Headquartered in Sterling, Virginia, JK Moving historically served the local DC, Maryland and Virginia (DMV) area with moving and relocation services. But in recent years, the company recognized the business opportunities of extending its services nationwide. To do so, however, it would need to retool the traditional processes it had successfully used with local moves, to efficiently manage remote moves dispersed across the US.

As an industry leader known for adopting technology innovations, JK Moving saw the potential of AI virtual surveys to speed and improve the surveying process as well as the customer experience. In 2019, JK Moving began leveraging Yembo's AI virtual surveys, as a key component in enabling JK Moving to expand and scale services without adding new offices or negatively impacting customer service.

Since then, JK Moving has booked 5.9k+ moves using Yembo's virtual surveys, with a 94% accuracy and achieving high customer satisfaction. It has achieved an 87% year-to-date, year-over-year revenue growth as a result of the nationwide expansion.



The Challenge

With 93% of its moves originating in the DMV area, JK Moving's long-term growth opportunities were limited if it were to remain solely a local provider. To grow the company's revenue would require expanding beyond the local market. Yet to do so,

JK Moving knew it must be smart and innovative in using technology not only to provide exceptional service to a broader customer base, but also to transition to a more efficient sales model.

The company traditionally had relied on conducting time-intensive on-site surveys and estimates. As with most businesses, time is a precious commodity and it was taking JK Moving's team more than an hour to conduct just one survey. With the ambitious goals the company had in place, surveying at a faster rate and doing surveys remotely were not options -- they were requirements for prolonged efficiency and expansion.

JK Moving had a track record for implementing game-changing technology innovations otherwise unheard of in the household goods industry. It knew that technology was the key to conducting surveys faster, supercharging the sales team and doing business on a larger scale.



The Solution

People, processes and technology were the three drivers that enabled JK Moving to achieve its goal of nationwide service, and impressive revenue growth. In 2019, JK Moving became one of the first adopters – literally, the second customer -- of Yembo's AI technology.

Yembo's world-class AI technology was an integral part in providing the sales team with not only a surveying tool, but also a sales tool. As a business that had primarily done in-home surveys, JK Moving saw that adopting virtual surveys led to more surveys being conducted in a day. Virtual surveys get the moving process started quickly for any user and in any location. An in-home survey that previously had taken an hour to conduct can now be done in minutes. Using Yembo's AI technology, JK Moving can survey each room in about 30 seconds. Yembo takes the manual work out of surveying, by identifying the different household items and generating an inventory list and cube sheet. Surveys are completed in just minutes with 94% accuracy (previously 86% accuracy before Yembo) and estimates are generated quickly.

And while the virtual surveys were implemented to support dispersed moves, they also benefit DMV area customers who now can choose from an in-home estimate, virtual consultation or self-survey.

Since implementing Yembo, JK Moving also has been able to enhance its sales team and processes. Previously the sales team was focused on the DMV area. Today, with the use of Yembo, that team can assist customers across the country.

In addition, JK Moving has expanded its team to include remote workers in separate time zones, who can conduct virtual surveys with customers from all over the country. The majority of JK's sales reps are achieving record sales goals.

"The household goods moving industry is a fairly traditional industry, and one that's been relatively slow as a whole to adopt technology to improve service and processes," said Ken Cohen, JK Moving's Senior Vice President of Business Development and Consumer Sales. *"That's never been the case for JK Moving. By embracing tech innovations over the years, we have really set ourselves apart, and that was true yet again when we recognized the power that this young company, Yembo, could add to our business."*

"The partnership has been a win-win for both companies," he added. *"We were able to introduce this nascent business with a promising technology, to our long-established and successful business culture and sales and service processes. It has been gratifying to see Yembo's own growth and success, at the same time that the technology they developed is helping to fuel the success of our nationwide expansion."*

At the centerpiece of JK Moving's expansion have been the virtual self-survey and virtual consultations that allow the company to move anyone, anywhere, without on-site sales presence. Today, some 97% of customers opt for the virtual surveys over in-home surveys. Yembo complements other recent modernizations at JK Moving including a downloadable mobile app that works with the Yembo platform to enable clients to receive and review estimates; accept and edit estimates; make payments; communicate with their sales consultant and move coordinator; and prepare for the move day.

"Consumers expect ease and digital tools. Being able to survey a house or office by simply pointing and clicking a smartphone using the Yembo interface helps us

instantly develop an inventory and estimate. Yembo's product is now our virtual survey tool of choice," said David Cox, Executive Vice President, JK Moving.

The virtual surveys can be conducted on the customer's own schedule. Those who prefer a virtual walkthrough with a JK Moving rep can do so using Yembo's Smart Consult app. Negative customer sentiment and escalations are at an all-time low because customers are having significantly better experiences with the moving process. JK Moving is continuously delivering on exceptional care, service and value to their customers by giving them the best and most accurate experience.

In just two years since partnering with Yembo, JK Moving's presence has grown significantly nationwide. Previously, the DMV area accounted for 93% of the company's moves; now, the DMV area accounts for 77% while also increasing revenue in each of the DMV states. Moves and revenue from other states now exceed that of the DMV area.

In addition, JK Moving has been able to target national lead partners, as well as other moving companies that want to take advantage of JK's sales enablement platform with Yembo as the centerpiece.

The results of using Yembo have been so successful that Yembo is now a staple in JK Moving's operations JK Moving requires Yembo's virtual surveys to be used across all interstate and intrastate moves and Yembo's estimating tool is used for all surveys conducted. Soon, Yembo surveys will be mandatory for all local moves, as well. JK Moving credits Yembo's AI technology contribution in helping it achieve record-breaking profit and revenue in 2021, and there's no signs of slowing down.

"Our record-breaking growth has been nothing short of phenomenal, but what we are more excited about is the optimization of the customer journey we've been able to achieve by recognizing and leveraging the power of this new, leading-edge technology," said Cohen.



***We wouldn't be doing what we're doing if it weren't for Yembo.
We are doing things at JK Moving **because** of Yembo.***

Ken Cohen

SVP, Business Development & Consumer Sales



Results

An industry leader in leveraging technology innovations, JK Moving was Yembo's second ever customer, and has been instrumental in helping Yembo pioneer AI technology into the moving and relocation industry. In turn, since using Yembo, JK Moving has achieved impressive company milestones including:

- Booked **5,900+ moves** using Yembo
- Experienced record profit and revenue, with **revenue growth over 87%**
- Increased closing rates even when they did multiple price increases
- Improved their survey accuracy rate from **86% to 94%**
- Increased the number of sales reps exceeding **\$1 million in sales YTD**
 - 89% of sales reps in 2021 exceeded \$1 million in sales YTD
 - 52% in 2020
 - 41% in 2019
- Increased average revenue per sales rep by **47%**
- **4.8/5 CSAT score** for Yembo Smart Consult guided surveys

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Our engagement with Yembo has dramatically reduced the length of our sales cycle, has moved us from reactive to proactive, and has provided an analytics platform never before available to us. With Yembo as our partner, we know that our current size is the smallest we are ever going to be.

David Cox
Executive Vice President



We want to work with you!

Contact us to learn how Yembo can transform your business!

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