

Park
Moving

Park Moving & Storage Case Study

WEBSITE: PARK-MOVING.COM

INDUSTRY: MOVING & RELOCATION

2.1X
MORE

Volume
of surveys

3X
FASTER

3x less time
spent per survey

95%
ACCURACY

On surveys
conducted



Company Overview

Park Moving is a full-service moving and storage company based out of Alabama. With 50 years of expertise, Park handles residential and commercial moves within Alabama, throughout the US and around the world. Park is a licensed and insured agent within the Atlas Van Lines network, equipped to manage moves both big and small while providing exceptional customer service.



Summary

Park Moving had been waiting for a pivotal technology solution like Yembo for a long time. There was a need to become more organized with business operations since the team was juggling too many tasks all at once. Park identified Yembo as the most sensible partner to help their business become more efficient when it came to booking jobs, expanding surveying methods and improving processes. After implementing Yembo, Park overall was able to evolve their old processes, provide more accurate estimates to customers and increase booking rates.



The Challenge

One of the biggest challenges for Park Moving was that their team was small and bottlenecks were forming. Each individual employee was wearing many hats while demand for moving services was high. Surveying at a faster rate was something Park valued; however, with a small team, it was becoming more difficult to get things done as quickly as needed. The Park team was traveling long distances to get to customer sites, taking hours of time out of the day to get to and from a job. These on-site visits were eating up valuable time and they were only getting a few surveys done in a day.

There was a lot of manual work still in place. During pre-COVID times, Park did a majority of their surveys in-person at the customer sites and then an employee would have to draft up the paperwork. Once COVID hit, Park switched to surveys via FaceTime to ensure they could still have “face-to-face” time with their customers. However, the limitations of FaceTime made the “virtual” surveying process time-consuming, and the estimates generated were not as accurate as they should be. Park also saw the need for better communication and more transparency into the moving process between them and their customers.

There was a lesson Park learned and kept in mind after relying heavily on virtual surveys during the pandemic. Doing virtual walkthrough surveys would be the smartest, fastest and most profitable option for the future, and Park needed to find the proper technology partner who would do it the right way with no limitations.



The Solution

It was clear to Park Moving that they needed to find the right technology solution and improve the processes they had in place. Park had looked at various options; however, none of the solutions on the market seemed to really do what they needed - except for one.

Once they discovered and previewed Yembo’s AI survey technology in action, Park knew that Yembo would be the right fit to help tackle their challenges head on and provide better customer experiences. Park saw the unique value in Yembo because its leading, world-class AI survey technology was able to accurately identify different household items through video surveys, connect Park and their customers via video call to walkthrough everything, and simplify the moving experience. This was something no other company offered.

The factors that led to Park’s decision to move forward with Yembo were attributed to three things: **timing**, **technology** and **customer service**.

From a timing perspective, Park needed to grow without adding extra headcount and wanted to get things up and running. They were ready for the change and getting a solution in place was a top priority. With the help of their customer success manager, the entire team was trained on how to use Yembo's surveys in no time, diving into the specifics of how the platform could transform the way they managed different parts of the business.

Using Yembo's AI technology has helped Park's team become 3x more effective than before. They are able to generate visual inventories within minutes, calculate the weights and review everything with their customers before finalizing the estimates - all of which can be done virtually. According to Brian Henry, President of Park Moving, "**We can send a visual picture inventory to the site that the driver can verify on the walkthrough on their phone**". Proper estimating is no longer a concern because anyone can estimate using Yembo and it enables each team member to become more skilled in the surveying/estimating process.

When it comes to Park's experience with Yembo's team, Park credits the team's responsiveness, eagerness to learn and ability to meet timelines. There were certain things Park was looking for during onboarding and the Yembo team was able to address any questions and concerns that they had. Park knows that if there is ever any assistance needed, the Yembo team would be ready to assist. Henry says, "**I am amazed by their staff and their responsiveness...they are eager to learn and quick to respond**".

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We are obviously big fans of Yembo. I've been waiting for a platform like this for 10 years....We have enjoyed the process so far and are excited to learn more.

Brian Henry
President

No more wasted hours driving from one place to another - the Park team now has the option of conducting surveys in a smarter, more efficient manner with Yembo's virtual surveying method. Park can always use Yembo's AI surveys to spend more time booking jobs and get the job done right. They are conducting more surveys each day and following up with their customers effectively.

Sacrificing customer service wasn't an option, and Park has been continuously elevating the experience for their end customers. All while better enabling their team and streamlining their business operations.



Results

Park Moving has been a big advocate of Yembo since they started using the platform. They were eager to use Yembo's technology and ultimately, the decision to use Yembo led to many new accomplishments. After implementing Yembo, some of the results Park experienced were:

- Total surveys conducted per day has gone up by 2.1x
- 90-95% accuracy of surveys and surveys are done within minutes
- Speedy training for new hires, making the traditional salesperson 3x more effective
- Closing rates increased even with higher prices



The best trick so far is I have gone from lead to booked, registered and accepted haul on a shipment in under an hour. I was never able to do that before.

Brian Henry
President



We want to work with you!

Contact us to learn how Yembo can transform your business!

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