



**TWO MEN
AND A TRUCK®**

TWO MEN AND A TRUCK® Dallas Case Study

WEBSITE: [TWO MEN AND A TRUCK.COM](https://twomenandatruck.com)

INDUSTRY: MOVING & RELOCATION

96%
ACCURACY

On surveys
conducted

17%
INCREASE

In booking
rate

78%+
REDUCTION

In time to
survey



Company Overview

TWO MEN AND A TRUCK® is a franchised moving company that was originally started in 1985, offering home and business relocation, packing, and junk removal services. With more than 380 locations worldwide, TWO MEN AND A TRUCK has serviced people around the globe and has been growing rapidly. The Dallas office opened in 2010, serving the Dallas metroplex area for over 10 years. As a well-known moving company, TWO MEN AND A TRUCK Dallas prides itself on exceeding customer expectations and moving people forward with its reputation as “Movers Who Care”.



Summary

Since TWO MEN AND A TRUCK Dallas is located in a large, high-traffic metroplex, travel time took up most of the day for its surveyors. There were times when the team would miss out on business opportunities because their schedules would already be booked for the day. When the COVID-19 pandemic put a hold on onsite surveys, TWO MEN AND A TRUCK relied heavily on video surveying methods; however, the video surveying methods weren't robust enough for fulfilling customers' needs and expectations when it came to the move process.

Once another branch of TWO MEN AND A TRUCK recommended Yembo to the Dallas branch, the rest was history. The TWO MEN AND A TRUCK Dallas team started using Yembo's virtual, AI-powered surveys rather than the standard video surveys to provide a better experience for customers, and the team was able to take on more business opportunities and knock out more surveys than ever before.



The Challenge

In normal times, TWO MEN AND A TRUCK Dallas was mostly doing move surveys in person. Surveyors were traveling onsite to customer homes to complete a move survey. With this, surveyors were spending hours of the day going to and from customer homes, with factors such as traffic slowing them down, especially during peak times. On average, the team was able to only complete about 3-4 surveys per day. Since the surveyors' schedules were always booked to account for travel time and onsite surveying, there were other business opportunities TWO MEN AND A TRUCK Dallas was missing out on.

It was also difficult for the TWO MEN AND A TRUCK Dallas team to confirm what items customers were going to want to move. After the initial onsite survey was conducted, there were times when additional items were added by the customer at the last minute that weren't accounted for in the initial survey. The team needed a verifiable audit trail to ensure that everything was properly accounted for because if they didn't, the initial quotes they generated would be inaccurate.

In addition, the COVID-19 pandemic in 2020 made it very difficult for all moving and relocation companies to conduct business as usual. As an industry where onsite surveys are typically the norm, COVID forced moving and relocation companies to seek alternative methods of conducting move surveys while meeting new safety protocols put in place because of COVID. Many customers had safety concerns with surveyors coming into their homes and the TWO MEN AND A TRUCK Dallas team also didn't want to send their surveyors to customer homes. Since safety was a top priority for the team, TWO MEN AND A TRUCK Dallas sought out alternative means to continue business as usual.

Before seeking an advanced technology solution, TWO MEN AND A TRUCK Dallas experimented with different video survey options. FaceTime, Google Meet, Zoom and Skype helped alleviate the issue of not being able to go onsite; however, TWO MEN AND A TRUCK Dallas found that those options didn't necessarily provide the best user experience and weren't fulfilling the team's needs when it came to providing customers with a seamless experience.

Yembo then entered the picture when another branch of TWO MEN AND A TRUCK raved about Yembo's capabilities and suggested to the Dallas team to check it out.



The Solution



Yembo has revolutionized the in-home estimate game for the moving industry! By using this software, we have doubled our efficiency and increased our accuracy with our estimates thus raising our customer service scores across the board.

Kirsten Wilson
Regional Sales Director

When TWO MEN AND A TRUCK Dallas team first heard about Yembo from another branch, the team knew they wanted to explore this potential option and see how it could allow them to maximize survey output. Once the team set up a call with one of Yembo's representatives, they were able to learn more about Yembo's product offering and how Yembo could easily replace the video surveying methods they had been using up to that point. It was clear that with Yembo's AI-powered technology, the surveying process was about to get a lot more efficient and productive.

Now, TWO MEN AND A TRUCK Dallas is leveraging Yembo's two virtual survey options: Self-Survey and Smart Consult. With Self-Survey, customers can conduct quick surveys by recording short videos on their devices and send the videos to TWO MEN AND A TRUCK Dallas to review. Once the videos are sent to TWO MEN AND A TRUCK Dallas, the team can rely on the AI to generate a visual inventory list of all the items and build a proper quote that they send to the customer. If customers want to jump on a call with a surveyor and walk through the move process together, they can quickly set up a Smart Consult session to have face-to-face interaction, and see the AI in action when the surveyor remotely takes photos of each room in the customer's home.

With Smart Consult, the customer has full visibility into the survey process and can see everything, including the visual inventory list, generated in real-time. With these

two methods, the TWO MEN AND A TRUCK Dallas team always has video audit trails they can use to confirm inventory and generate digital documentation for the customers to review and approve.

Although the team has only been using Yembo for a short period of time, they are already starting to see the immense benefits of using Yembo's virtual survey options. The team is now able to complete at least 8-10 Smart Consults per day. While the team was doing the majority of surveys onsite before, they are now doing more virtual surveys with the intention to shift to majority virtual surveys in the near future. Reviewing the surveys has become a lot more efficient and quotes are going out a lot quicker with better accuracy. Since the team is able to fit in more surveys per day, they are not missing out on as many business opportunities and can book more jobs.

Overall, the feedback from customers has been overwhelmingly positive. TWO MEN AND A TRUCK Dallas sees that most customers are excited about using Yembo, even older generation customers. Customers are intrigued by Yembo because it is something they have never seen or experienced before, and they are pleasantly surprised about how intuitive and easy it is to use Yembo. The internal team has also benefited from the implementation of Yembo. The team particularly enjoys the full transparency in the process between them and customers, and finds that doing follow-ups with customers is a lot simpler.

TWO MEN AND A TRUCK Dallas credits its success with Yembo thanks to the innovative platform that heightens the customer experience, as well as its customer success manager, who provides ongoing support and feedback. The team was initially nervous about the implementation process; however, with the guidance of their Yembo customer success manager, the overall process turned out to be straightforward and the plan laid out by Yembo proved to set the team up for success.



Results

Incorporating Yembo into its business model has allowed TWO MEN AND A TRUCK Dallas to see greater results than before. Since the team started using Yembo's virtual surveys rather than video surveys, they have been able to see the following results:

- Increased **survey accuracy rate** from **83% to 96%**
- Increased **booking rate percentage** from **48% to 65%**
- **Survey time was reduced by more than 78%** - originally, onsite surveys took on average 1.5 hours (with travel) to complete. With Yembo, survey time has gone down to **10-20 minutes per survey**.



We want to work with you!

Contact us to learn how Yembo can transform your business!

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