



Mohawk Moving & Storage Case Study

WEBSITE: MOHAWKMOVING.COM

INDUSTRY: MOVING & RELOCATION

99%
POSITIVE

Feedback from
customers

50%+
REDUCTION

In survey
time

5%
DECREASE

In actual weight
variance



Company Overview

Mohawk Moving & Storage was founded in 1938, became an agent for United Van Lines in 1949, and has been owned and operated by the same Minnesota family since 1979. Mohawk serves the Twin Cities area by providing local, interstate, and international moving and storage options. Mohawk has established its reputation as a leader in the moving and storage industry by providing exceptional customer experiences and innovative moving and storage solutions.



Summary

Business had been going well for Mohawk since it had a solid network of leads. Mohawk's reputation preceded the team and finding sales opportunities had never really been a concern. Most of Mohawk's business comes from its reputation in the community, referrals, and repeat business of happy customers.

When move appointment surveys went down due to COVID-19, Mohawk saw an opportunity to use advanced technology to better serve individuals, businesses, and customers. The challenge for Mohawk would be to get buy-in from customers since technology adoption in the moving and relocation industry had always been difficult. However, since Mohawk started using Yembo's virtual survey technology, Mohawk's customers are having positive experiences with Yembo and overall close rates have gone up.



The Challenge

Mohawk saw the benefits of implementing technology into its business operations, and it knew if the right survey technology was in place, its move operations would be a lot more efficient, and customers would have an overall better experience with less headaches. As a whole, the acceptance of technology in the moving industry has been a challenge because with new technology came skepticism and a learning curve.

Once COVID-19 hit, all moving companies were pressured to rethink the way they approached move surveys and Mohawk was no exception. It became clear that moving companies would need to adapt to changing conditions in order for business to continue. Customers did not feel comfortable having move consultants come into their homes, and Mohawk also didn't want to send its move consultants onsite, both due to safety and health reasons.

When Mohawk saw the number of move appointment surveys decrease during this time, the team knew it needed a long-term solution since no one was exactly sure how long the pandemic would go on. Mohawk experimented with FaceTime video surveys but found the experience to be lacking. None of the calls could be recorded, so the team couldn't go back afterward and review surveys when needed. Mohawk was also using internal survey software provided by United but wanted an additional solution that would allow them to continue conducting move surveys but in a safer, smarter, and more convenient manner.

The biggest challenge was figuring out how to continue exceeding customer expectations if new technology was to come into play. It became more evident to the Mohawk team that customers strongly preferred doing things on their own time, without the need to download additional apps or programs. They wanted to spend less time worrying about the logistics of their moves and needed a simplified process overall. Mohawk recognized all these things and discovered a solution that would allow it to address all these things - Yembo.



The Solution

One of Mohawk's main priorities before moving forward with Yembo was to look at the technology from the customer's perspective. Would it be easier or more difficult for the customer? It was important to view it from the customer perspective and make sure that the new technology would enhance the customer experience rather than hinder it.

Mike Larson, President of Mohawk, initially discovered Yembo when a former colleague recommended and encouraged him to check out Yembo's AI-powered, virtual survey technology. After doing some initial research and seeing a live demo of the AI technology in action, the Mohawk team was impressed with the process and moved forward with Yembo.

Mohawk still uses the internal survey tool provided by United in conjunction with Yembo's virtual surveys. Video surveys using the internal survey software usually took about 45 minutes to complete. However, with Yembo's virtual surveys, Mohawk was able to cut the survey time by more than 50%, reducing the time to approximately 10-15 minutes per survey. Most COD estimates are now done using Yembo and Mohawk is gradually increasing the use of Yembo's surveys across different types of moves. So far, Mohawk has conducted over 630 virtual surveys using Yembo, averaging about 20-25 surveys per week.

The use of Yembo's virtual surveys positively impacted two groups: internal employees and customers. Internal employees are becoming more efficient through Yembo's surveys, and more employees are starting to use it. At first, there was a bit of a learning curve; however, now employees are comfortable using Yembo and whenever they have questions, the team can regularly check in with their dedicated customer success manager.

For customers, they enjoy virtual surveys because of the ease of use, convenience, and transparent view into the move process. If customers want to do the survey by themselves, they can use Yembo's self-survey option to record and submit videos of their home surveys. Then, the Mohawk team can review the visual inventory put together by Yembo's AI and review the videos the customers submitted. The Mohawk team can also offer a Smart Consult survey option where it provides face-to-face contact virtually, and the customer can simply jump on a video call with a Mohawk move coordinator. The entire call is automatically recorded and Mohawk's employees can take pictures as the customer surveys the home for them, ask questions on the spot and review the visual inventory together - all on one Smart Consult call.

Overall, Mohawk has had a great experience with Yembo. Mohawk regularly gets feedback from customers about how innovative and impressive the technology is. Thanks to Yembo, the Mohawk team has seen close rates go up and they can get through surveys faster and more efficiently. Business is still booming for Mohawk because it took the right steps to streamline its survey process.



Results

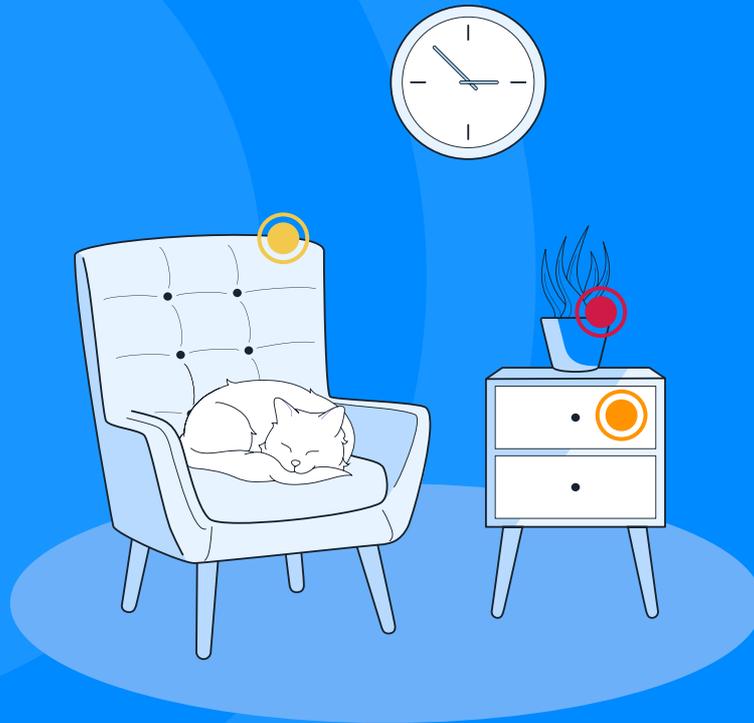
Since Mohawk has implemented Yembo virtual surveys into its business model, it has achieved the following results:

- Average actual weight variance **decreased from approx. 10% to 4-5%**.
- Average actual packing variance also **decreased to approx. 5-7%**.
- **Increased productivity** from the sales staff, especially in sales administration and appointment scheduling.
- An overwhelmingly **positive response from 99% of customers** regarding the survey process, visual survey confirmation, and ease of communication via text or email from the Yembo platform.



What our customers really love about Yembo is they don't have to download an app, they can do it themselves at 2AM or on a live, recorded Smart Consult with one of our sales professionals. It's been a game changer for how we interact with our customers during the most important part of the move process, the pre-move survey.

Mike Larson
President



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