

# JK Moving Services



## OVERVIEW

For more than 35 years, JK Moving Services – the largest independently owned and operated moving company in North America – has provided local, long distance, and global relocation services. The company maintains a full-time, professionally trained staff of relocation and move management experts committed to providing the highest level of customer care.

## HQ

Sterling, VA

## CHALLENGE

As part of their sales revamp program, JK Moving turned to building a QA team from scratch. JK Moving sought a solution that helped them determine their call volume, understand call drivers, and reduce handle times in order to improve the customer experience and drive more sales.

## RESULTS

- ✓ \$1M in additional revenue
- ✓ 20% increase in sales talk track adoption
- ✓ 52% increase in First Call Resolution (FCR)

## Solution

With rapid integration and implementation, JK Moving went live on the Observe.AI platform in just two days, enabling the team to access calls, analyze insights, and take action on those insights within 48 hours.

### **Solving Customer Service Gaps**

With the platform, JK Moving uncovered inefficiencies that were bogging down their sales teams. Without streamlined processes, JK Moving had long wait times and jeopardized new business by keeping callers on hold. They also found that the number of repeat callers was high as a result of manual call routing efforts.

JK Moving addressed this by creating new processes that were enforced with Observe.AI, enabling accountability and transparency across the sales team and resulting in a 52% improvement in First Call Resolution (FCR).

### **Better Performance, Fewer Escalations**

With data from Observe.AI, JK Moving also noticed that consultants were more likely to close a deal when they provided a value statement prior to talking about pricing, which they began to automatically monitor with the platform. Scripts on how to run estimates including full packaging and valuation began to be more consistently adopted. JK Moving improved its ability to enforce scripts through the agent performance feature, 'Leaderboard,' which enables JK Moving to drill into how a single consultant is delivering customer service, as well as stack rank performance to uncover trends and coach on areas of opportunity for improvement.

**Supervisor escalations now amount to less than .25% of the total number of calls thanks to better coaching via Observe.AI.**

*“Armed with Observe.AI Evaluations and Coaching, we have been able to identify strengths and weaknesses of each of our move consultants and focus on the areas of opportunity to modify behaviors, so that our move consultants mirror the best of the best.”*

*—Ken Cohen, Senior Vice President of Business Development and Sales*

The screenshot displays the Observe.AI interface. At the top, there's a navigation bar with icons for Scorecard, Calls, Leaderboard, Analyze, and Moments. The main area is split into three sections: a timeline at the top showing call events (Call Opening, Redaction, Dead Air, Customer Verification) with corresponding agent and customer activity bars; a transcript below showing a conversation between a customer and an agent; and an Evaluation Form on the right with a 'Submit' button and several criteria for evaluation.

*The Observe.AI platform enables contact center teams to identify points of interest on customer interactions; streamline workflows; and evaluate and coach agents in a single platform.*

## Driving Revenue with Coaching

With the help of AI-powered coaching, JK Moving increased both average revenue per sale and revenue per person. In addition, better adherence to talk tracks and scripts helped JK Moving reduce complaints, which was verifiable as a result of data from the Observe.AI platform.

Within the first 30 days, JK Moving drove an additional \$1M in revenue (on a run rate basis) attributed to coaching the team on key phrases and monitoring missed opportunities on the Observe.AI platform.

JK Moving is now expanding the platform beyond sales to its client care team in order to take a more focused approach to improving its customer satisfaction (CSAT) metrics and improving retention of existing customers.

*“Having Observe.AI be an extra “set of eyes and ears” has been invaluable. It is an easy to implement tool which also allows you to create “Moments” within the blink of eye, driving sales up and customer issues down while ensuring a positive customer experience. The power of the platform is limited to the individual user’s imagination. It truly forces you to rethink what is possible.”*

*—Ken Cohen, Senior Vice President of Business Development and Sales*