



Helping your Customers Beat the Stress of Moving

The removals and relocation industry is a very personal industry indeed. You are dealing with a family's personal belongings that are precious and filled with sentimental feelings. You are moving company's offices where their business operations are reliant on your company moving them to their new premises with the least amount of

disruption to the business operations. Pets are moved that are integral parts of the family and cars are relocated which are the pride and joy of

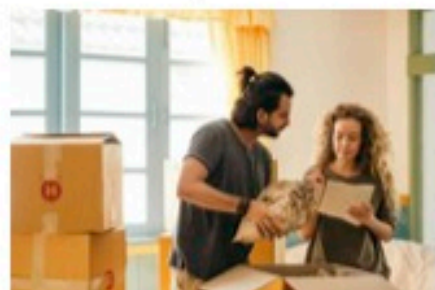
the owner. This is a personal face to face business and the stress these moves cause to the customer are huge! By helping your customer throughout

the moving process not only makes you stand out from your competition, it also builds a reputation of excellence and trust within the industry! In this article, we are going to look at some ways you can take your customer service to a new level!

An important way to put your customer at ease with the upcoming move is by breaking it down for them and laying out the moving timeline for their move.

List the items needed on your side and make their expectations clear. Moving companies are the professionals

here and carry out countless moves each week while the customer is the amateur. This might be their first move ever or the first time they have had



to deal with relocating to a new country or relocating a pet overseas. Make everything clear so they know what to expect! Don't let their expectations



get carried away, be clear and take charge! The customer will be thankful. Be clear from the start what is and what is not included

in the service you are offering and tell them early what is needed from the customer in terms of documents and permits so that you can ship their goods correctly. This precise and transparent approach takes a lot of the stress away from your customer early on as they know they are dealing with a professional and experienced moving company.

The customer may have approached you for your moving services, but are completely unaware of other services that you offer. This can be a great upsell for you as they might not know about other services that you offer which they might be in need of too. Such services could include storage, school search or relocation visa services. Make sure your staff mention any additional services as these could help your customer out greatly and by dealing with you for multiple things, it helps lower the stress caused by dealing with multiple vendors for a service.

Next on the list is make sure they know how to contact you and keep the communication lines open as they, the customer, most definitely will have questions to ask. If they can contact your team without delay, you will be helping them a lot and in turn, helping your company's reputation. Replies should be fast and clear and personalized. Assign a client with a dedicated team member rather than

bouncing their questions from one staff member to another staff member. A personalized touch makes



the customer feel comfortable throughout the whole moving experience and makes the custom-

er feel valued and puts them at ease.

Terminology is also a big one as sometimes moving and logistics terminology can be foreign to the customer. Make sure the customer is told

what is meant by the usual moving terms used in the moving industry. A good idea is to have each term explained in

communications to make it easier for your customer. Knowledge is vital as once the moving terms are deciphered, it makes it much less daunting for the customer, which in turn reduces questions making it easier for your team and your client. Here are a few examples of terms you should define for the customer.



Bill of Lading: This is the contract between the mover and the customer. It also acts as a receipt. It is important to understand everything on the bill of lading before you sign it.

Expedited Service: This is an agreement to transport goods by a set date in exchange for a higher rate.

High Value Article: These are items in a shipment that are valued at more than \$100 per pound.

Storage-In-Transit (SIT): Temporary warehousing of your goods pending further transportation or transportation to your new home if it isn't ready for occupancy. You may not exceed a total of 180 days of storage, and you are responsible for the added SIT charges as well as the warehouse handling and final delivery charges.

We all want our customers to feel at ease throughout their time with us, so it really is important to work on the little things to make their move a relaxing one!

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