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## KEY INSIGHTS FROM NATIONAL CONSUMER MOVING AND RELOCATION STUDY <sup>1</sup>

1. During times of economic turmoil and rising consumer stress, the importance of excellent communication and customer service cannot be over emphasized in delivering a positive experience
2. Today's moving consumers are looking for a professional mover they can rely on to help them move their valuable possessions safely and reliably
3. One of the best things a professional mover can do to enhance the customer experience and insure repeat business and valuable customer referrals is to make sure that realistic expectations are set during the initial quote process; today's moving consumers can handle the truth and understand a good deal of the complexities in moving; what they have difficulty handling are unexpected surprises
4. Friendly, polite and courteous interactions with the entire professional moving team – *from first telephone or e-mail contact to the driver and moving personnel who show up on site* – will go a long way to insure a positive moving experience for today's highly-stressed consumer
5. Professional movers can mitigate many post-move problems and minimize complaints by providing improved communication for their drivers and crew to insure that their interactions with consumers during the loading and unloading phases are as positive as possible; consumers really appreciate a driver or team leader who is knowledgeable and courteous

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<sup>1</sup> Study conducted for Relocation.com, March 2008

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6. Because the two most important factors for consumers when hiring a professional mover are saving time and preventing physical injury to self, friends or family, the professional mover should do everything possible to make sure that the contracted time schedule is adhered to, and that consumers never feel the need to move anything themselves during the entire moving process
7. In times of increased economic stress and turmoil, the upheaval caused by moving is especially difficult for consumers to handle and professional movers can help ease some of this anxiety by respecting consumers' emotional attachments to certain household possessions and being proactive by handling certain items with special care
8. Today's moving consumer typically plans more than a month in advance of their move date, therefore professional movers should use this time to help set realistic expectations, create timelines and manage moving budgets
9. In order to maximize a consumer's positive experience during all phases of the move, there are two important things a professional mover can do to enhance the likelihood of repeat business and/or earn a consumer's recommendation:
  - a. Pay attention to detail, listen to what the customer wants and/or expects and try to satisfy all reasonable requests (e.g., where furniture/boxes should be placed in new home or apt.)
  - b. The driver or office should stay in touch with the consumer during the move (especially critical for long distance moves) and communicate clearly an estimated time of arrival and report any possible delays as soon as possible
10. Given the opportunity, most moving consumers prefer professional movers versus doing it themselves. Therefore, professional movers must exhibit value, experience and trust throughout