

Customer service in office moves



At the invitation of the BAR Overseas Group, veteran mover Ed Katz came from Georgia, USA to talk to delegates about how the right customer service can give BAR Members an edge over their competitors.

Ed was the owner of Peachtree Removals from

1976-2000 before heading up the International Office Moving Institute (IOMI®). He believes that success in office moving comes from listening to customers and always providing them with the best and most conscientious service possible.

For those considering expanding their services to become office movers, Ed summarised the opportunities (good returns, fewer damage claims, and less fragile or complicated objects to move than a house move) as well as the pitfalls from office moving, notably the unsociable working hours. He also stressed to delegates: "If you do not estimate accurately, you might end up being sued by your customer for loss of business."

Growing your office moving business

Ed provided delegates with some useful tips on marketing and generating leads. He has used 'cold calling' extensively in the past, a method which he says he has perfected. For Ed, the key is practice. He suggested you create a script and tailor it to what works and what doesn't.

He also stressed that whoever makes the call needs to be able to listen and react, as sticking to a script may not always be appropriate.

A top tip is to build and maintain positive relationships with property managers: "If you can get property managers to like you and remember you, they will recommend you to all of their tenants moving in and out of their building," he told delegates. To ensure property managers are satisfied with the move, he recommends implementing a series of techniques for protecting vulnerable points such as main doors and lifts, using specialist materials to absorb any impacts and to protect against accidental damage. He also suggests following up a move by sending an audit to the client company with a check list showing how the crew carried out the move in the most professional and courteous way possible.

Ed plans to provide training services online. In December of 2014, he expects to put his 3-day Certified Office Mover® seminar on the Internet to make it affordable and available to everyone worldwide

For more information, see www.officemoves.com