

PIPES.AI CASE STUDY

JK Moving

Celebrating its 40th anniversary this year, JK Moving Services is the largest independent moving company in the Western Hemisphere.



OBJECTIVES

JK Moving knew they needed to take advantage of burgeoning AI technology to take them to the next level and to allow for smart, scalable, data-driven growth. Partnering with Pipes.AI allowed the industry leader to help transform their sales and marketing efforts, allowing JK to move way beyond the concept of 300 person call centers with people sitting next to each other smiling and dialing.

CHALLENGE

After working in the call center world for decades and hitting voice mail over and over again, Ken Cohen, SVP of Business Development and Consumer Sales at JK Moving Services realized there was a better way of doing things. Ken understood that JK needed automation and technology to turn away from outbound dialing and focus on driving inbound calls straight to their call center agents.

Ken recognized a major issue when it came to speed to lead. Interested prospects would submit a lead form, and the lead would sit there for hours or even days. This resulted in a detrimental amount of missed opportunities. According to Ken, “It wasn’t that people wouldn’t care, it’s that the flow of everyday business and life would get in the way, and so these great inquiries weren’t being responded to in a timely manner.”

“ We could tie the **growth in revenue numbers** to the day that we implemented Pipes AI



Ken Cohen
SVP, Business Development

THE SOLUTION

Pipes AI fundamentally changed the interaction between marketing and sales.

By leveraging AI, leads are no longer lost in the sales funnel and are now contacted within minutes of a form being submitted. This significantly increased engagement rates and ensured that JK would increase their marketing and sales metrics and effectiveness.

Further, Pipes.AI allows customers to build custom campaigns and Pipeflows that pair SMS and calls to optimize connection rates. JK Moving leveraged this technology to create a frictionless interaction with prospects and stay top-of-mind.

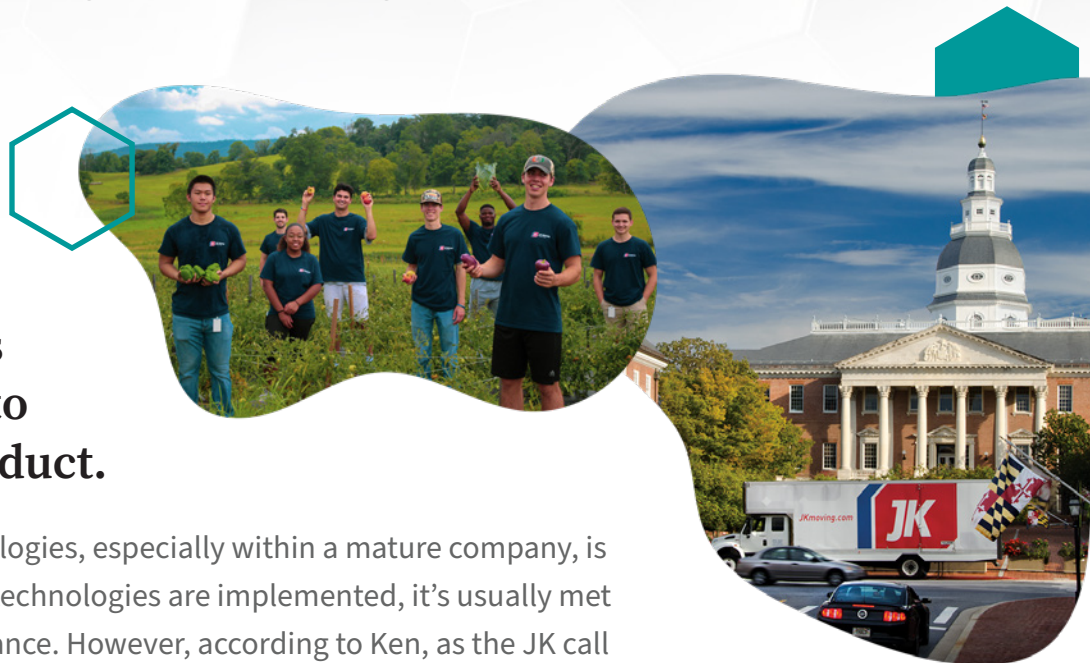
Through it all, Ken and his team were able to work harmoniously to fundamentally transform their sales and marketing efforts. Sales agents found their calendars being more full than ever and delivering record numbers using the exact same lead data that was available before.

THE PROCESS

Pipes AI views any challenge as an opportunity to improve the product.

Implementing new technologies, especially within a mature company, is never easy. Any time new technologies are implemented, it's usually met with resistance and reluctance. However, according to Ken, as the JK call center teams realized that this was more about making their jobs easier through automation, they warmed to the idea.

As Pipes.AI and JK Moving Services continued to work together, new ideas were identified that Pipes AI was able to quickly implement. Whether it was handling duplicate prospects or scheduling next best actions, Pipes AI viewed any challenge as an opportunity to improve the product.



THE RESULTS

The outcome of the partnership has been nothing short of outstanding.

Apart from increased revenue, the three notable areas of improvement are engagement, user experience, and employee morale:



Engagement

JK's contact rate has skyrocketed by 10 to 20 times compared to using a traditional dialer. The best part? This increase in conversion has cost pennies.



User Experience

Through flexible user journeys and putting data at the fingertips of leadership, the team has been able to have complete control over their campaigns by conducting A/B testing on their messaging and cadence to optimize their conversion rates. Since implementing the Pipes.AI, JK has completed hundreds of tests to help improve their processes.



Employee Retention

About 80% of the cost of sales lies in the personnel cost of staffing a call center. In reality, call center agents want to spend time closing deals rather than making outbound sales calls. After implementing the solution, the call center team has tripled in size and retention has grown over 25%.

“ The cost of compliance is so expensive. There's a tremendous amount of cost that goes into hiring these people, measuring and monitoring these people. **Pipes AI gives you the ability to deliver the same message every time the call goes out.**

Ken Cohen

SVP, Business Development

THE FUTURE

After successfully leveraging Pipes AI technology to increase lead engagement, gain more control over user experience, and improve employee retention, Ken and his team at JK Moving plan to focus on value added steps to the customer experience moving forward.

According to Ken, “We are saving dollars on a more effective connection rate so we can have those people focus more time on the customer and his or her journey. At first, I was reluctant to share what we did with Pipes AI since it gives us a competitive edge. However, if JK is trying to move the narrative on the moving vertical, we welcome other people leveraging the same technologies as we do.”

“Any company that has a quoting process can leverage the lead to call automation and can utilize Pipes AI

Ken Cohen

SVP, Business Development

*Thanks Ken & JK Moving!
You're the G.O.A.T.
(Greatest of all time)!*

