

How BestGuy Moving Cut Crew Costs And Hours of Admin Work

Industry: Moving Services **Crew Size:** 42 **Office Employees:** 4 **Location:** Secaucus, NJ

Accomplishments

- 16 hours/week returned
- 100% of surveys now logged in CRM with no manual typing
- 10x ROI even without closing additional jobs
- Handling more surveys faster, without any new hires

The Client

BestGuy Moving Services is run by Guy Drori, my dad. He started it and built it from nothing. Getting to make it run better, and watching it hold up during the busy season when he is counting on it, makes me incredibly proud.

The Problem

After talking to my dad, I noticed a few really painful problems:

Unnecessary overtime being paid

Some employees worked 60 hours in a week while others worked 20. That meant 20 hours of overtime pay that could've been assigned to someone working less. This was a giant leak of labor costs. It was hard for dispatch to tally up and compare each employee's hours by hand, so the leak never got plugged.

Jobs getting lost between the inbox and CRM

It only happened two or three times a year, but each miss meant an angry customer, a damaged referral relationship, and lost revenue that was supposed to be already won.

Typing jobs data into the CRM by hand

In peak season, coordinators receive 250+ survey requests a day. Some never made it onto the calendar, and the ones that did required manual copying across Outlook, CRM, and Zoom. Every new request meant retyping names, addresses, phones, origins, destinations, and dis-

tances while the office was sorting through hundreds of emails every morning.

The Solution

Met with the owner, move coordinator, and dispatch to understand their workflows. That led to a strategy that would save employees hours without requiring them to change any of the software they were using.

Email to CRM Booking: Move coordinator simply forwards emails containing job information to a dedicated inbox, and all job details get autopopulated in the CRM.

Survey Scheduling and Follow-Up: Prospects receive reminder emails and after three reminders an escalation is sent to the move coordinator for manual follow up. The CRM now updates automatically when meetings are booked or rescheduled.

Scheduling App with Hours per Employee: Dispatch has a custom website, synced with the CRM, that shows upcoming jobs and available crew. Each available crew is shown with the hours they worked during this week, last week, and two weeks ago. Dispatch can now build schedules with far less overtime.

The Results

Smart automation replaced manual work. 18.5% of move coordinator's time was freed up, and dispatch reclaimed 1 hour/day.

Fewer clicks and faster follow-up. 57% of survey invites convert to a booked appointment. 25% of those bookings came in only after an automated follow-up — revenue that would have been left on the table.

183 jobs booked with no manual typing in the first 3 months.

Lowering the business's biggest expense. Labor runs over a million a year, and even half an hour saved per man per day is worth tens of thousands a year. Dispatch now sees how much each employee has worked before building the schedule. Results on the cost savings coming soon.

Future Plans

The next stage for BestGuy is to further cut down on schedule inefficiencies and manual data entry.

Work has begun on improving the scheduling app to automatically create schedules with the least amount of overtime. Dispatch will type instructions in plain english, like “Isaiah is the only foreman who can handle grand pianos”, and create a schedule from those instructions. That means even less time spent on fitting crews to jobs, and happier crews, since everyone gets enough work to go around.

What Could You Do with Automation?

Spend 20 minutes with me and I’ll map where your business is leaking hours and jobs, and what it’s costing you. No pitch, I’ll just tell you where you can save time.

Book a 20-minute call: omerdrori.business@gmail.com