

LiveSwitch



### Case Study

**Wirks Moving & Storage uses LiveSwitch to replace in-person estimates**

[liveswitch.com](https://liveswitch.com)

### Client

**Wirks Moving & Storage**





## Wirks Moving & Storage

Wirks Moving & Storage is a leading moving company based in the Atlanta area, providing residential and long-distance moving services, packing, and storage solutions. Established in 2009 by founder Eric Wirks, the company has grown to become a trusted name in the moving industry.

**“The simplicity of LiveSwitch has been a game-changer for us. Sending a link in a text message, easy connection, and recording without any software downloads have made the whole process incredibly user-friendly for both our team and our customers.”**

**Allison Endicott | CEO of Wirks Moving & Storage**

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## The Challenge

Wirks Moving & Storage faced a pressing need for virtual estimates. The traditional method of onsite estimates became increasingly challenging, especially with last-minute moves or when customers were located outside the immediate service area.

Before incorporating LiveSwitch into their operations, Wirks Moving & Storage encountered several difficulties in transitioning to virtual estimates. The absence of a streamlined virtual survey process meant relying on alternative platforms like FaceTime or Zoom. While these tools provided a way to conduct virtual surveys, they presented hurdles for customers, including the need to download additional software.

In addition to the technology barriers, there were concerns about maintaining a high standard of customer experience during virtual surveys. The team needed a solution that not only facilitated accurate quoting but also ensured a smooth and hassle-free experience for customers.

## The Solution

Recognizing the growing demand for virtual estimates, Wirks Moving & Storage sought a robust solution to overcome the challenges posed by traditional onsite surveys. The adoption of LiveSwitch Contact emerged as the pivotal step in transforming their approach to estimating, offering a comprehensive set of features tailored to the unique needs of their industry.

### **Seamless Integration and User-Friendly Experience:**

LiveSwitch provided Wirks Moving & Storage with a seamless integration of virtual survey capabilities into their workflow. Unlike previous methods that required customers to download additional software, LiveSwitch offered a user-friendly experience. With just a simple link sent via text, customers could effortlessly connect with Wirks Moving & Storage for live video estimates. This not only eliminated the need for app downloads but also enhanced the overall accessibility of the estimation process.

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## Efficiency in Last-Minute and Remote Surveys:

In addressing the challenges of last-minute moves or surveys for customers outside the immediate service area, LiveSwitch proved to be a game-changer. The platform facilitated real-time video interaction, allowing Wirks Moving & Storage to conduct virtual estimates efficiently, even in situations where onsite surveys were impractical.

## Enhanced Customer Experience and Accurate Quoting:

LiveSwitch not only met the technical requirements of virtual estimates but also played a crucial role in enhancing the overall customer experience. The platform allowed for clear communication, ensuring that customers felt involved and informed throughout the estimation process. This transparency, coupled with the ability to capture images and videos during the virtual survey, contributed to more accurate quoting, addressing one of the primary challenges faced before LiveSwitch implementation.

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## The Results

- ✓ Saved 40+ hours a month by replacing on-site estimates with virtual surveys.
- ✓ Added \$200,000 in revenue per month from virtual surveys.
- ✓ Improved customer experience with ease of use and lack of downloads required.

The integration of LiveSwitch Contact into Wirks Moving & Storage's operations not only resolved the difficulties associated with virtual estimates but also positioned the company at the forefront of innovation in the moving industry. The result was a streamlined process that met customer expectations, improved operational efficiency, and ultimately contributed to the company's continued success.