

Meet your match.

home
TRADER

ALL NEW

Free
London-Kitchener-Guelph Edition
October 2 - 16, 2010 Volume 18 Issue 20
Ontario's Number 1 Rental Source

RENTERS GUIDE

FORMERLY **RENTERS NEWS**

hometrader.ca™

rentershelp

THE WORD-OF-MOUTH FACTOR

By Dan Hopkins

When it comes to shopping for anything, word-of-mouth advice is always a good idea – especially if it's a service for which you're looking.

In the moving industry, we rely on customer referrals for much of our business, so providing excellent service is the smart and responsible thing to do.

When you are looking for a mover, you can get two kinds of word-of-mouth advice. The first is to ask people you know and trust, who they have used in the past and whether they were happy with their moves. This is especially helpful if you ask people who have completed similar moves to the one you are planning as far as distance, general items, etc.

The second way is to ask potential movers whether they conduct surveys and have real customer feedback that they will share with you.

At Two Men and a Truck, we conduct surveys to learn what we're doing well and areas where we can improve. We have a commitment to our Core Value,

The Grandma Rule: "To treat everyone the way you would want your Grandma to be treated" – and we want to be certain that value guides everything we do.

Our survey asks customers to rate several key factors as to whether we met or exceeded expectations, or need improvement. Examples are "Office staff's explanation of our services" and "Mover's care of my belongings."

Key questions are "Would you use Two Men and a Truck again?" and "Would you refer others to Two Men and a Truck?"

In recent surveys, for example, 94 per cent of our customers said they would use us again and would refer us to family and friends.

On our website (www.twomenandatruck.ca), we are proud to share our survey and some of the customer comments we receive.

It is gratifying to read: "Your movers were excellent and a pleasure to deal with," "Liked the way the furniture was wrapped and packed," and "I was extremely pleased with every aspect of the service I was provided. It is unusual these days for a company not only to know its business so well, but

to provide exemplary care and service in doing so. Thank you so much for making a difficult transition much easy to do. I will be using your service again next year!" - Debby

Movers should understand that moving can be one of the most exciting, yet stressful times in a person's life. Possessions are important, and consumers want to believe the mover they chose will look at all items with concern and respect, and treat them accordingly.

Every mover should solicit feedback to keep on top of things and take steps to improve weak service areas. During your search, ask about their past clients and whether they do customer surveys. You want a moving company with people who care. As with any substantial purchase, doing some homework can save you stress, time and money in the end.



Dan Hopkins is COO and Vice President, Development & Operations, Two Men and a Truck Canada.