

Humboldt Storage and Moving Customer Solution Case Study



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HUMBOLDT STORAGE AND MOVING

www.humboldt.com

Organization Size:

100 employees

Software and Services:

**Microsoft Dynamics® GP
and MoversSuite**

Industry:

Transportation-Moving & Storage

Country/Region:

United States

Business Need:

Enhanced Customer Service

**Streamlined Business and
Accounting Processes**

Issue:

**Accounting Software
Management**

Mover Management

Microsoft Partner:

EWS Group

SITUATION

Humboldt Storage and Moving, an agent of United Van Lines (America's largest moving company), assists companies and families with everything involved in the moving process, from relocating employees to moving priceless pieces of artwork. Based out of Boston, MA, Humboldt is the mover of choice. Being in business for over 100 years, Humboldt understands the stress that goes along with moving and strives to meet their ultimate goal of creating a relaxing experience for all of their clients.

As a member of the United Van Lines operation, Humboldt was processing their orders, customer data and billing through legacy systems and applications. These systems were green screens, DOS based command entry, and "cumbersome" to use according to CFO of Humboldt Storage & Moving, Nick Abbatangelo. It was time consuming and difficult to enter orders correctly into the system. It would take them at least 6 weeks to train new people to just enter an order and process it efficiently. This limited Humboldt greatly as they became more focused on who knew the system versus the quality of work they were providing. The order entry systems were also all paper based which increased the chances of manual errors. Nick stresses, "Our employees were servicing the system and not the customer. They just weren't able to place the focus where it mattered the most."

These internal limitations restricted Humboldt in multiple ways. Most importantly, they were unable to provide the levels of service to their clients they knew was possible. The financial information was limited and had to rely on required multiple manually, created worksheets. Humboldt needed streamlined processes in place that could limit manual errors, enhance

customer service capabilities, and provide financial insight so they could plan for the future and ultimately become a more profitable business.

"Our biggest improvement has been in our customer service department. Our employees can actually understand the system and entering an order is no longer rocket science."

Nick Abbatangelo, CFO of Humboldt Storage & Moving

SOLUTION & BENEFITS

In 2004, Nick Abbatangelo visited another United Van Lines Agency in Minnesota and caught a glance of the software system they had in place. "It was my first taste of something better and I was impressed with the functionality." In 2005, United Van Lines pushed Humboldt into researching other options as they were discontinuing the software they had provided for years. Nick had about five solutions for the moving and storage industry that he was interested in, but only one impressed him the most. "EWS Group's Microsoft Dynamics GP and MoversSuite were Windows based applications that were extremely easy and self-explanatory. "I was also very impressed with the management of EWS Group. They knew the industry and understood the pains we were experiencing. They knew Microsoft had the applications and I respect that they didn't try to recreate the wheel, but worked with what was out there. I believe EWS Group really paved the way for improved workflow in the moving industry."



"This decade has been the worst for sales growth, but we're still able to sustain a profit thanks to MoversSuite and Microsoft Dynamics GP."

Nick Abbatangelo, CFO of Humboldt Storage & Moving

EWS Group realized the pains within the moving industry related to move management and created MoversSuite in order to improve moving and storage administration and operational efficiencies. Humboldt implemented MoversSuite and Microsoft Dynamics GP in the spring of 2006. To streamline the process, Humboldt compiled a team of 10 project managers within the company to oversee decisions and planning throughout the implementation. Nick Abbatangelo explains, "It took about 6 weeks total to implement, train, and transfer our data over to the new system. It was very quick and easy." The accounting applications were the last to be installed, but the transfer was completely seamless. Nick continued, "We started with a new set of books, but still had access to everything prior, giving us enhanced insight into our financials almost instantly". EWS Group has been creative in their training approach, offering various online trainings that can be viewed live or on demand. This method is respectful of Humboldt's time and makes it possible for a new hire to easily and quickly obtain the training they need.

Humboldt is now able to monitor their clients at every step within the moving process in real-time through MoversSuite. Microsoft Dynamics GP is also making it possible for Humboldt to manage their financials online; no more paper based worksheets and purchase orders. Together, MoversSuite and Microsoft Dynamics GP are helping Humboldt preserve their ultimate goal of creating a relaxing experience for their clients.

BENEFITS

Customer Service Made Easy

Nick Abbatangelo believes, "Our biggest improvement has been in our customer service department". He continues, "Our employees can actually understand the system and entering an order is no longer rocket science." It used to take Humboldt 6 weeks to train in their employees with their old system, and now it takes a few days.!

As a United Van Lines agent, Humboldt needs to connect their data with United Van Lines' corporate system. They used to spend hours entering their customer and financial data manually, but now with MoversSuite and Microsoft Dynamics GP, it's all connected on the

backend. Nick explains, "We enter the data into one place and it pushes it out to where it needs to go. It's like magic!" Integration with United Van Lines' systems obviously makes data entry much less labor intensive and allows customer service representatives to focus on their clients.

On a daily basis, customer service representatives are now able to manage more moves on a daily bases. They can manage about 15-20% more moves annually. MoversSuite makes it easy with task reminders so representatives know when to follow up and how. They can also easily share notes with other agents throughout United Van Lines about customer conversations and email correspondence. Management of the moving process has never been easier as MoversSuite is the one stop shop for all updates and Humboldt can now trust that the information is correct. Nick adds, "Our customer service scores have also seen an increase since we've deployed. I note this point to prove that we have not sacrificed service for productivity."



Sustainable Profit Margins

"This decade has been the worst for sales growth, but Humboldt has remained financially solid thank in part to MoversSuite and Microsoft Dynamics GP" says Nick. Because of the efficiency now in place due to MoversSuite, Humboldt is now able to easily identify profit margins on various product lines, which has allowed them to generate additional profits not previously realized. For example, because of the automated processes and accurate information that MoversSuite is able to provide, Humboldt's Revenue Ratio per Employee (how many employees it takes to support their revenue) has seen a 17% increase since they deployed in 2006.

Less Reporting, More Insight

Humboldt's financials are now housed online making it visible to those

who need to see it. With Microsoft Dynamics GP, Humboldt is able to drill down into every order at the level of detail needed for their company. This insight is helping Humboldt not only sustain their business, but also plan for the future. "The financial reporting within Microsoft Dynamics GP is making it possible to weather the storms of economic change, and yet still grow" says Nick.

Humboldt recently installed EWS Group's credit management system and is greatly pleased with their decision. They can now easily see bill collector's information without needing to request reports. The CFO himself can access the data and see everything relevant to his inquiry into a particular issue. He is also able to exchange reports with United Van Lines electronically. Humboldt is happy to say they are onnow on the road of becoming paperless!

Nick Abbatangelo, CFO of Humboldt Storage & Moving explains, "If it wasn't for MoversSuite and Microsoft Dynamics GP, I know we wouldn't be in the position we are today. It's the best software decision that we have made.

SUMMARY

Humboldt Storage and Moving was struggling with a legacy green screen and DOS based system they had in place. These limitations made it difficult for Humboldt to fulfill their ultimate goal of reducing their customer's stress. provide the high level of customer service they needed in order to reduce the stress of their customers.

EWS Group came to the rescue with MoversSuite and Microsoft Dynamics GP. This dynamic duo worked together to provide streamlined management of the moving process as well as deep insight into Humboldt's financials. Today, Humboldt is able to provide industry-best customer service with less difficulty through streamlined processes, making them a more profitable business.

EWS
— GROUP —

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